



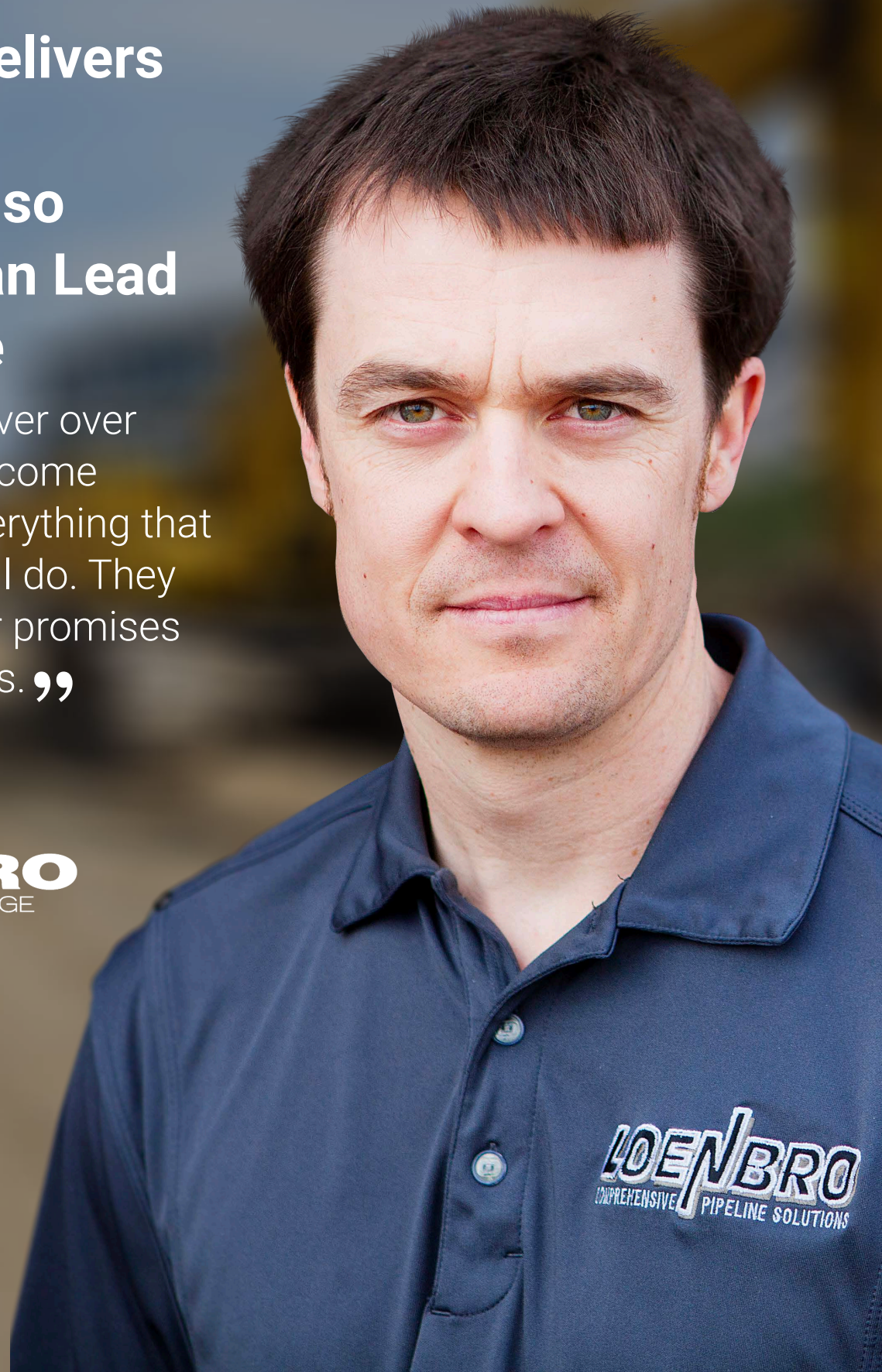
Meridian Delivers Specialty Equipment so Loenbro Can Lead the Change

“ Meridian has never over promised. They come through with everything that they say they will do. They help us keep our promises to our customers. ”

Paul Leach
Co-Founder

LOENBRO
LEADING THE CHANGE

Industry
Oil & Gas



“ Having a partner that is manufacturer agnostic adds an element of flexibility to our entire business. ”

Chase McQuillan
Equipment Division Manager
Loenbro

About Loenbro

Loenbro originated in 1998 in Montana where brothers Paul and Jon Leach built a reputation of quality. As the team expanded, so did the number of projects and services that Loenbro provided to Montana, Wyoming, and the Dakotas. Today, Loenbro has over 1,000 employees across more than 20 states. The company works within a multitude of industries including oil and gas, manufacturing, mining, power and utilities, and more.

Business Impacts

- Loenbro is in a service-oriented industry and customers are its number one priority
- It was vital to Loenbro that it partnered with an equipment lessor that was responsive and agile to keep up with the changing demands of its customers
- Loenbro currently has a fleet of equipment on lease with Meridian including fast fusion machines, pipeline trenchers, side booms, backhoes, rollers, and more
- Specifically, the fast fusion machines provided by Meridian increased its capacity by automating processes that would have otherwise been very manual
- Through the automation of these processes, Loenbro has been able to focus on improving safety



1998
Loenbro Founded



20
States Served by
Loenbro



1K+
Employees

The Challenges

Loenbro's slogan is "leading the change" and its main mission is to change the way customers think about contractors. In the past, the story revolved around a contractor taking advantage of the customer by overcharging for services and putting in the minimum amount of work. It has been critical for Loenbro to break the misconception that all contractors are corrupt by building relationships on trust, providing fast and expedited service, and ultimately exceeding customers' expectations. Loenbro understands that if it is not able to build strong relationships, it will be sidelined by its customers and outperformed by the market.



**I Don't Have Access
to Capital**



**I Can't Adopt Next-Gen
Technologies**



**I Am Not Prepared for
Future Growth**

How Meridian Helped

Loenbro's main mission is to lead the change in their industry and be a trailblazer in energy services and construction industry. Their customers are their top priority, and their goal is to treat their customers like partners by being transparent, collaborative and responsive. By partnering with Meridian, Loenbro was able to take the next steps in pursuit of that goal. The relationship began in 2018 when Loenbro needed a new partner to support the growth of their company and supply specialty equipment. Meridian was flexible and helped Loenbro acquire, finance, and implement a fleet of fast fusion machines. Choosing an independent and vendor-agnostic lessor allows Loenbro to simplify its equipment acquisition process by working with a single contact that manages all equipment across all manufacturers. This added flexibility and efficiency allows Loenbro to get jobs done faster so they can meet and exceed their customers' expectations.

TrueFlex Value™



Advisory Services