



Freight

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**WOODCOCK
BROTHERS**



WOODCOCK BROTHERS

Driving Success

1973 marked the beginning of an entrepreneurial journey that would transform a small delivery service into a thriving transportation empire. It all began when Bob Woodcock and his son, Lorrie, purchased Merchants Delivery from a local businessman. Their business was modest, providing local deliveries from Stratford retailers to residents throughout the city.

In May 1979, the Woodcocks relocated to a larger facility in Sebringville. By November 1983, Bob sold his shares to his son Brad, who rebranded the company as Woodcock Brothers. To support growth, they built a 20,000 square-foot warehouse, shop, and dispatch office in 1994. Three years later, they purchased a competitor, doubling in size and solidifying their industry presence.

In 2004, Lorrie retired, selling his shares to Brad, who continued driving the company's success. In 2017, Jeff Pauli, who joined the company in 2000, bought a minority interest and became CEO. Recognizing industry changes, Woodcock Brothers rebranded in 2020 as Woodcock Transportation Group, reflecting their evolution and readiness for future challenges.

Throughout its history, Woodcock Transportation Group has embodied the spirit of adaptation and progress that defines Perth County businesses. Their ethos, "We don't have employees, we have family," has been crucial to the company's growth and success. By fostering a supportive atmosphere, Woodcock Transportation Group is a testament that a strong, committed team is the backbone of any thriving enterprise.



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Perth County
Cultivating Opportunity