

Wallingford's Inc.

Bringing innovation to loggers for
more than 45 years



Deborah Prescott

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Wallingford's Inc. started as a father and son business in 1972, as R. L. Wallingford and Son. It didn't take long for son John J. Wallingford, now president of the company, to take over the business and carry it to another level. In 1975 the business was converted to Wallingford's Inc. after assets of the previous business were liquidated.

"Logging was always around. I was born and raised in a logging family," said John. "After going to school for criminal

Above, Wallingford's World Headquarters in Oakland, Maine is shown.

Courtesy photo

justice, I went home and enjoyed racing snowmobiles. Dad was building a new shop to sell logging supplies ... I would use some of the spare parts for racing.”

John continued to become very knowledgeable about products loggers needed for their business and 45 years later the business continues to research the logging industry, looking for products to fill a need.

John and Wallingford’s Vice President and General Manager Bob Hirschfield currently operate the company together.

“My skillset is in sales and marketing, not business administration,” said John. “I sold 49% of the company to Bob ... and together we own the company.”

Wallingford’s offers logging supplies, traction systems, cutting systems, chokers, wire rope and industrial supplies. People in the logging industry can find Veriga brand multi-wheel tracks, GB Harvest Bars, and Orbit Saw Chains at Wallingford’s.

“We do a lot of specialty items. We’re the largest in the industry when selling Flail debarking chains. At our distribution center in New Hampshire we manufacture wire rope and logging chokers,” said John. “We are starting a new



Courtesy photo
Above, Bill Woods, an employee at Wallingford’s, Inc., assembles a tire chain.

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product line: Veriga tire protection chain for the mining industry.”

If a need is not filled by a product already on the market, John and his team will develop the product and put it on the market. Wallingford’s is always looking for ways to bring new and innovative products to the industry.

“We have a say in the production of the items we sell,” said John. “If I find something that is needed in the industry, we’ll produce it. If it’s already made, we’ll procure it and source it out.”

Once example of this was Wallingford’s creation of BABAC, Inc. in 1986. The company designs and manufactures forestry tire chains and wire rope products. BABAC, Inc. can custom design tire chains to exact tire size and for any situation.

Over the years, Wallingford’s



An employee welds a BABAC® tire chain.

Courtesy photo

has designed many products to aid loggers in the industry. In 1976 Wallingford’s introduced wire rope with a single color

strand included for brand recognition, their chain choker systems were designed in 1982, and in 1993, they developed

the first-of-its-kind link shape and steel and hardening process for chain used in debarking. International Chain and Cable, an

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John J. Wallingford

President of Wallingford’s Inc.

import-export marketing division, was founded in 1996.

Wallingford’s keep ahead of competitors by knowing the logging business inside and out. Their products are sold across the entire continent of North America, and in 2009 they expanded into Europe. In 2012, Edmonton, Alberta, Canada, became the location of a distribution center, and Wallingford’s continued to expand in 2016 to Montreal, Quebec, Canada.

“We are unique ... I understand the market better than our competition,” said John. “Our toughest competitors are European; they know their culture better, and we know ours better. At the end of the day ... you gotta give a good quality product, a proven product. We feel we do.”

Currently, Wallingford’s has 38 employees, two offices, and three distribution centers — two in Canada and one in Holland.

“Our sales and marketing office is located in Oakland, Maine. Our administration-distribution office is in New Hampshire, N.H., and we have warehouses in Montreal and Edmonton (Canada),” John noted.

Wallingford’s was planning to have a presence at trade shows in 2020, but many major trade shows have been canceled

due to COVID-19. One of the biggest was the Great Lakes Logging and Heavy Equipment Expo, put on by the Great Lakes Timber Professionals Association, which was planned for September in Escanaba, Mich.

Because Wallingford’s is focused on identifying problems in the logging industry and finding or developing solutions, the company has witnessed many changes over the years. John himself has seen the logging industry change dramatically from horses hauling logs, to cut-to-length harvesters and processors.

“Growing up, my father used all horses ... my first job in the logging industry was shoveling manure,” said John. “Skidders revolutionized the business. Before them, hand crews fell trees ... now there are more and more harvesters and processors that provide cut-to-length logging operations for felling and delimbing trees.”

For more information about Wallingford’s and its products, visit wallingfords.com. Wallingford’s Inc. can also be reached by calling 207-465-9575 or 800-323-3708, and the main office is located at 1010 Kennedy Memorial Drive, Oakland, Maine 04963.