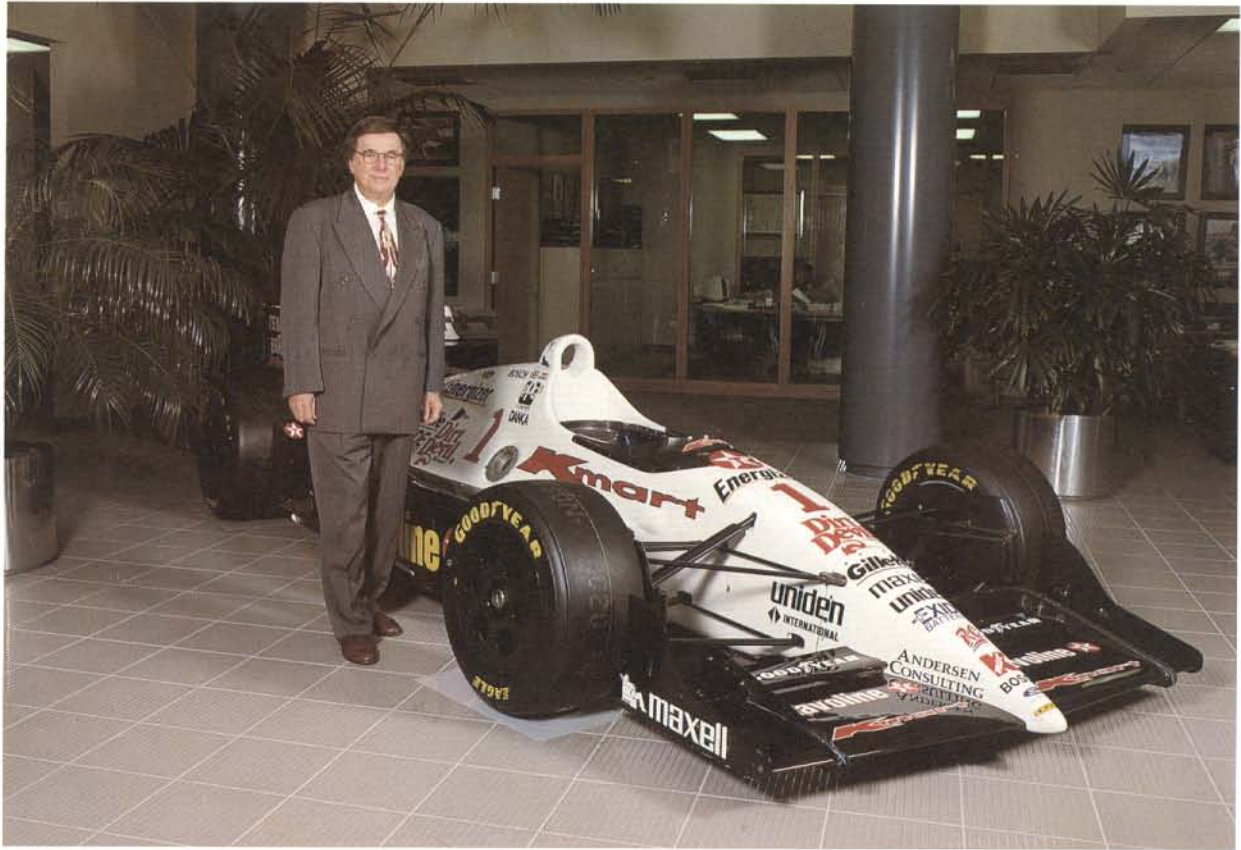


Equiptovation™ Today

The Latest, Hottest, Newsbreaking Innovations in the Space Utilization Industry

Equiptovation Idea 226



Carl Haas is recognized as the industry leader in auto racing supply.

Carl Haas Races Ahead With Equipto.

Thirty years ago, when road racing was in its infancy, Carl Haas began selling race car replacement parts out of his van. Today, Carl Haas Automobile Imports, the North American importer of Lola racing cars and Hewland racing transmissions, is recognized as the industry leader in auto racing supply. With over 40 employees and a 32,000 sq. ft. building, Haas Automotive is a thriving company in an extremely competitive market.

"We're bursting at the seams right now," says Greg Wrzesinski, Director of Operations for Haas Auto. "When we first moved in (to this building), we didn't know what we were going to do with all the room. Now there's chatter about putting up another building."



Located just outside Chicago, Carl Haas has 40 employees and a building with over 32,000 sq. ft.

CUSTOM COLORS • SPACE UTILIZATION PLANNING • CARTS • MODULAR DRAWER CABINETS • PALLET RACK • V-GRIP SHELVING • MEZZANINES • CABINETS

CUSTOM COLORS • SPACE UTILIZATION PLANNING • CARTS • MODULAR DRAWER CABINETS • PALLET RACK • V-GRIP SHELVING • MEZZANINES • CABINETS



Equiptovation has helped Carl Haas Racing stay in the fast lane by effectively utilizing storage space.

As Haas Auto grows, Equipto has been instrumental in helping the burgeoning company maximize its space.

"We are very impressed with Equipto," says Wrzesinski. "When we moved into the building in 1984, we had Equipto do our shelving and mezzanine structures. We liked the product and went with the best"

Equipto's products have stood up to the grueling demands of the auto racing industry, Wrzesinski says, "Everything has performed flawlessly. The mezzanines have required absolutely zero maintenance."

Eric Stewart, Transportation/Parts Specialist for Carl Haas, agrees. "We wouldn't be able to do our job as efficiently if it weren't for Equipto."



According to Greg Wrzesinski of Carl Haas, "Equipto's products have performed flawlessly. The mezzanines have required absolutely zero maintenance."

Haas Auto had purchased cheaper space utilization products before Equipto but they wore out quickly. According to Wrzesinski, "The quality wasn't there. After that, we started buying Equipto, and that's all we look at now."

Carl Haas Auto is a company designed to respond quickly and efficiently. Racing has become a very expensive enterprise forcing teams to discontinue carrying spare stock parts. Haas has responded by building, with Equipto's help, a full-sized tractor trailer that Haas has at all of the races and carries all the spare parts racing teams need.

"Equipto cabinets we put in our van 11 years ago are still in our tractor trailer today," says Wrzesinski. "That tells you something about the quality of Equipto."

"Equipto's products are one less thing I have to worry about every year when the racing season begins," says Stewart.



Carl Haas takes supply parts to the races in semi trailers equipped with Equipto shelving systems.



Equipto cabinets installed in Carl Haas tractor trailers years ago are still in use today. Durability is a major factor in auto racing supply. Equipto systems have performed flawlessly under these rigorous demands.

CUSTOM COLORS • SPACE UTILIZATION PLANNING • CARTS • MODULAR DRAWER CABINETS • PALLET RACK • V-GRIP SHELVING • MEZZANINES • CABINETS

CUSTOM COLORS • SPACE UTILIZATION PLANNING • CARTS • MODULAR DRAWER CABINETS • PALLET RACK • V-GRIP SHELVING • MEZZANINES • CABINETS



Automotive supply requires versatility in a space utilization system. That's what Carl Haas got with Equipto.

Do Wrzesinski and Stewart feel Equipto and Haas Automotive make a good team?

"We're at the top flight of the racing industry," Wrzesinski says. "Our products are not cheap. We don't skimp on anything. They're the best they can be. It's the same with Equipto. They may cost a little more than other shelving systems but they're the best. A shelving system has to work. I'm most interested in quality and durability. And that's what we get with Equipto."

Both feel Equipto will be instrumental in the continued success of Haas Auto.

"We maintain a very large quantity of everything from a to z, which is a huge amount of inventory. But you sell yourself on your quality and your lasting power. Everyone knows that come what may, Carl Haas will be there," says Greg. "I feel the same way about Equipto," agrees Eric. "We buy the best there is and stick with it. And Equipto simply is the best."

Call 1-800-323-0801

**EQUIPTOVATION®
NEW DIMENSIONS IN SPACE UTILIZATION.**

©1997 EQUIPTO. CORPORATE OFFICES: 4819 MAPLE AVENUE, DALLAS, TX 75219. TELEPHONE 214-443-9800 OR 800-323-0801. FAX 888-859-2121. IMMEDIATE SHIPMENT FROM A DISTRIBUTION CENTER NEAR YOU.