

# Equipto Solutions

Space Utilization For The Way You Work Today

Solution #504



## EQUIPTO A WINNER AT INDY

With engines roaring and a crowd of over 300,000 cheering, Indy cars race around the famous and historical Indianapolis Motor Speedway at more than 200 miles per hour. It takes a lot to get the cars ready to perform in the two weeks leading up to the Indianapolis 500®. But with the right team and the right equipment, a winning combination is born.

That team is Team Cheever and the equipment is from Equipto, manufacturer of storage products

since 1907. Eddie Cheever, both the owner and driver of car 51 and the 1998 winner of the Indianapolis 500®, uses Equipto storage units, workbenches, shelving units and other products in his garage at Indy and in his permanent shop also located in Indianapolis. Cheever's Director of Racing Operations, Dick Caron, says the Equipto products work well for the Cheever team because Equipto can provide them with customized products that meet their exact needs.



"Every team is different and has different needs. Equipto came in and talked to us about what we wanted and came back with exactly what we needed," said Caron. "Other companies had a cabinet or a bench, but Equipto had everything we needed and came to us with a drawn out plan to make it all work."

"We go in and ask, 'What would be your dream shop?' and we build it," said Mark Shiveley of Storage Pro, an Equipto distributor that specializes in the racing industry. "We can do what we do for racing teams because Equipto has the best, most functional and versatile storage products in the market," said Shiveley.

Shiveley along with Brandt Olsen, District Director of Sales for Equipto, worked with Caron and Team Cheever to create a clean, accessible work area in both the Indy garage and their permanent shop. Workbenches with aerial shelves and storage cabinet combinations keep manuals and parts within easy reach of crewmembers while they are working on the engine or other parts of the car. V-Grip™ shelving units with locking doors keep items organized and secure. "It's essential that the pit area and the garage be clean and accessible to the team while they're working on the cars," said Olsen. "The flexibility of our equipment allowed us to create such an environment."



"Image is important to those guys, and a neat, clean garage area makes the team look like they have their act together," said Shiveley.

Crews change frequently in this industry, but this crew has been together for a couple of years and likes the fact that Equipto customized products meet their needs.

"Equipto adapted a stainless steel top for our workbenches because the oil from the car parts eats away at wood or plastic laminate tops," said Caron. "Mark and Brandt arranged for a custom made stainless steel top to be placed on top of two modular drawer units, making the workbenches we needed. They really worked out well." At the Team Cheever garage, six stainless steel workbenches were configured so that multiple tasks could be performed at once.

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

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Equipto has a long history as a supplier in the automobile industry and with Indy racing teams. Two years before construction at Indianapolis started in 1909, Equipto began manufacturing motorcycle headlights and sidecars. As the automobile began to increase in popularity, Equipto began producing auto parts for Ford Motor Company's Model T Chassis. As the car industry flourished, other needs within the automotive industry were discovered. Mass production of heavy car parts brought along the need for durable shelving and Equipto has evolved from this initial storage need.

Because of versatility and the ability to customize, Equipto's durable storage and shelving units have been in three of the last five Indianapolis 500® winners' garages.

"I would recommend Equipto's products to anyone in the league that's serious about having good products that get the job done," said Caron.

With Equipto, it's one decision, infinite solutions.

### **FOR MORE INFORMATION, CONTACT:**

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