

// SPROCKET MURAL WORKS CUSTOMER PROFILE



- + SPROCKET MURAL WORKS
- + BEST LINE EQUIPMENT
- + JLG & GENIE AERIAL LIFTS



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//CASE STUDY SPROCKET MURAL WORKS

COMPANY PROFILE:

When some people walk past the sides of buildings, that's exactly what they see – the sides of buildings. But when you're Megan Caruso, Co-Founder of Sprocket Mural Works, you see more than that. You see canvases. Since 2016, this Harrisburg-based non-profit has been working to uplift, inspire, and create connections in the community by painting murals on local buildings. They're embracing the pride, passion, and potential the city has to offer by adding to the cityscape in a creative, expressive way.



BUSINESS SITUATION:

As a part of their overall mission, Sprocket Mural Works held their first mural fest in 2017. During this week long event, locally and nationally recognized artists painted incredible works of art across once empty building faces. "The HBG Mural Fest is a concentrated effort by local volunteers and residents to uplift Harrisburg through the power of public murals," says Megan. Completing these large murals, however, often requires artists to reach the highest points of building faces. Unfortunately, ladders provide little mobility, creating a time-consuming issue for the artists. The non-profit teamed up with Best Line Equipment to tackle this obstacle for their first festival and joined forces once again for their 2019 Harrisburg Mural Fest.



THE PLAYERS:

Best Line Equipment started as a one-man-show in a second-floor apartment over 30 years ago. We have since become the go-to local construction equipment provider for Pennsylvania and its surrounding states with 13 locations and over 400 employees. Our knowledgeable, expert team is well-versed in aerial equipment and has been grateful for the opportunity to work with Sprocket Mural Works.

"They are really passionate about what they are doing and it's contagious," says AJ McElwee, Full Line Salesman at Best Line. "We are fortunate to be involved in this process and I'm glad we are able to help support this event."

THE SOLUTION:

For the 2019 event, a variety of aerial equipment was used, including rough terrain scissor lifts, straight booms, and scaffolding. Thanks to this aerial equipment, artists were able to reach the highest points of their assigned walls, ensuring that their design could fully come to life. During these past two events, Best Line has worked hard to provide the first-class service we're known for. From being available at any time to finding equipment that can be used on uneven ground, our team has embraced the opportunity to help a local organization achieve its goals.

//ABOVE

BEST LINE'S AERIAL LIFTS HELP ARTISTS LIKE NICK NAPOLETANO PAINT INCREDIBLE MURALS.

//BELOW

A MURAL CELEBRATING SOME OF PENNSYLVANIA'S UNIQUE WILDLIFE STANDS ACROSS FROM THE CAPITOL BUILDING.



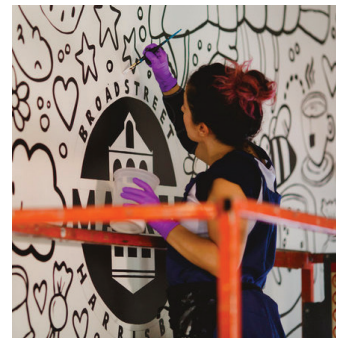


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//ABOVE

GENIE SCISSORS LIFTS ARE IDEAL FOR ANGLED GROUND WHERE THEY CAN BE ELEVATED TO A LEVEL POSITION.



//ABOVE

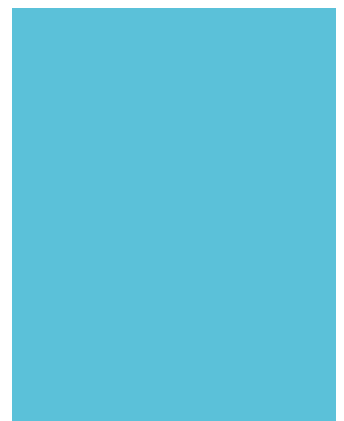
MIKI MU AND OTHER ARTISTS FROM THE 2017 FESTIVAL USED BEST LINE'S EQUIPMENT WHILE THEY PAINTED.

“From 2016-2019 we have created 40 murals in our community, many of which have utilized Best Line Equipment. The support, expertise and care we receive goes above and beyond—we consider Best Line an extension of our mural team.”

~ Megan Caruso
Co-Founder
Sprocket Mural Works

THE RESULT:

Thanks to quality, highly pigmented paint, these murals will last for years to come. They stand as vivid, honest reminders that art can inspire and portray ideas that would otherwise be difficult to articulate. They create a common ground for people to come together to have conversations, share ideas, and make connections. The team at Best Line Equipment is happy to contribute to these murals which, by the efforts of those at Sprocket Mural Works and the local community, are uplifting and uniting the city of Harrisburg.



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For over 30 years, Best Line Equipment has been a successful, privately-owned, 13 location construction equipment rental, sales, service, & parts company that services Pennsylvania and its surrounding states.

We are an authorized dealer for over 60 major industry manufacturers and utilize a sales and service team of over 450 talented employees.

Our goal is to provide our customers with the best equipment rentals, construction sales, and professional services in the marketplace by providing a comprehensive range of equipment, excellent customer service, and tireless dedication to the customer.

