

# Trash Truck And Waste Equipment Sales And Service Is Taken To New Heights By Apex Equipment

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At The Core

From the beginning, it was the vision of the Apex Equipment founders to establish a company that would not only provide equipment and services for a market already in need of them, but to also make sure the products and the services exceeded that which had been previously offered by other truck and equipment sales and leasing companies, in America and throughout the world.

At the heart of the mission, was one basic idea, people should get the best certified pre-owned trucks and equipment their money could buy, and get courteous high quality service that would follow the sale more than 90 days down the road; although the concept was not new, the ongoing fulfilment of it by a waste industry equipment company would be.

With the goal of surpassing the common service practices of the trash and hauling equipment industry, Apex architects understood that a pragmatic approach would be essential to allow them to keep the company's feet planted firmly to the fundamental principals on which they had started building, while simultaneously rising to new heights on every level of product and service management.

## The Business Model

It was evident, a corporeal (or bodily type), flexible building block architecture would be the most logical way to stay grounded, keep up with the demand for trash trucks and equipment, and maintain the scalability needed for continued growth; growth that would perpetuate a dependable advanced support system for Apex customers. A hands-on, hands-off approach would also be required to allow for creativity among each individual department or part of the body, while continuing the effective administration of the organization as a whole. This would keep the company running smoothly and provide an endless reservoir of ideas which would benefit Apex clients.

Locating quality fleet maintained trash trucks would be a priority, since fewer cost and repairs would translate to better equipment, and pricing for Apex customers. This would also give Apex the ability to get trucks and equipment ready for work, and delivered to clients in a timely manner. The next step would be to do an exhaustive inspection procedure, previously unheard of in the industry, to each truck. This inspection procedure would be coined "The Apex 210 Point Inspection". This would require experienced in-house diagnostic technicians and state of the art diagnostic software and equipment to locate and repair any mechanical issues, as well as highly skilled fabricators and auto body technicians to make sure the rest of the equipment is structurally and cosmetically sound.

On the backside of the Apex 210 point inspection and repair, each truck would need to go to an independent facility for a Federal DOT inspection. This would ensure each truck sold would be road worthy, as well as work ready. Once this is completed, the truck would come back to Apex to address any issues found during the FDOT and a final inspection. A 2 Year/200k mile drive train warranty would be applied to all vehicles less than 9 years old.

A shipping support system had to be implemented that would help clients with the conveyance of their equipment, once purchased. It was clear that in-house shipping would not be the most beneficial method for Apex customers or the ailing American economy. In order to get the client the best shipping rate possible and bolster the economy on a broader scale, Apex Equipment would need to rely on the fair trade spirit of the American system of capitalism. This would give many companies across the U.S. the opportunity to bid for the transporting of Apex inventory.

### The Extra Mile

The service to Apex customers would not stop at the warranty and shipping support. In order to truly help Apex clients and their endeavors succeed, Apex equipment would provide a valuable point of contact service that would give their clients 24 hour access to Apex, in the event of a breakdown, at anytime after the purchase of the vehicle, even if the vehicle were not warrantied. This would mean, if an Apex customer were to break down on the job or on the road, one phone call to Apex Equipment would give them immediate support, and start the process of localised recovery and repair. This would be coined, "Apex Rapid Response".

Another advantageous program that would be introduced for Apex clients would be termed "Apex Guardian". This would give the client an advocate when dealing with recovery and repair companies. Apex Equipment would use all the combined knowledge and expertise at it's disposal to ensure clients would not be taken

advantage of by corrupt towing companies, or unscrupulous repair shops. This would include locating a part or service at a better price if possible.

## Refining an Industry

Since it's conception, Apex Equipment has been at the forefront of reshaping the practices of the used truck and equipment industry, implementing one building block after another to benefit Apex clients, while the rest of the industry is content to wait and follow the Apex lead. With customer needs and goodwill as a compass, Apex Equipment will continue to boldly forge ahead in customer service and satisfaction.

Apex! Ready To Work For You!

**For more informaion,please visit:**

**<http://www.apexequipment.com>**

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