

Nichols

FLEET EQUIPMENT, INC.

CASE STUDY



The Company:

Nichols Fleet Equipment specializes in service trucks, particularly for the heavy equipment industry. Based in Chattanooga, Tennessee, what started as a one-man operation has now grown to include more than 20 employees who create custom mechanics' trucks for major companies like Caterpillar, Komatsu, and John Deere. In addition, the company also customizes trucks for other industries such as mining, forestry, agriculture, construction, and road building.

Nichols Fleet Equipment provides hard-working trucks for demanding industries. When a customer purchases a piece of equipment from Nichols, they expect every square inch of their investment to hold up for years to come.



The Challenge:

Nichols Fleet Equipment has trucks all over the country. Some are servicing bulldozers and backhoes, while others are unloading construction materials. They may be setting a fire hydrant in place, helping pave a road, or possibly even clearing snow from the streets. Nichols trucks are designed for difficult work, but with that work comes damage. Chemical spills, road salt, tar, and heavy tools are just a few of the things these trucks encounter on a regular basis. Nichols Fleet Equipment needed a protective coating that could go as far as their trucks could.



“These trucks have chemical spills, oils, things of that nature, and then just the wear and tear of rigging chains and using tools. We needed a protective coating that could stand up to the abuse these technicians put them through.”

– Buzz Nichols, Nichols Fleet Equipment

The Solution:

Many people are already familiar with the name LINE-X due to its reputation for tough, nearly indestructible truck bedliners. What many people don't know, however, is that LINE-X isn't limited to just pick-up trucks; LINE-X can go almost anywhere.

LINE-X offers enhanced durability and extended lifespans because its chemical properties make it flexible and strong while still being able to maintain adhesion through precision spray application and molecular-level bonding. Meanwhile, lab research and real-world testing has revealed chemical combinations that can resist corrosion, absorb impact, dampen vibrations, and even withstand heat and flames.



**“LINE-X is the name brand you know
when it comes to spray-on bedliners.”
– Buzz Nichols, Nichols Fleet Equipment**

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For companies like Nichols Fleet Equipment, it means that they finally have a protective coating that's as tough as the trucks they build. LINE-X can not only withstand but also protect against the scuffs, dents, drops, and spills that service and work trucks experience on a daily basis.

Today, roughly 90 percent of all trucks built by Nichols Fleet Equipment utilize LINE-X protective coatings. Nichols' customers recognize the LINE-X brand and are familiar with its reputation as a market leader in protective spray coatings. The vast majority are opting for the additional protection and extended life that they know LINE-X can provide.

“Another reason we got into LINE-X was customer demand. A lot of customers wanted it in their trucks.”
– **Buzz Nichols,**
Nichols Fleet Equipment



Why LINE-X?

There are plenty of other companies that offer protective coatings with competitive pricing—so why LINE-X? That’s a question Nichols Fleet Equipment can answer from first-hand experience.

Nichols Fleet Equipment originally went with another brand of protective coating, and the results were disappointing. It was neither durable nor long lasting. The material was rubbery and easily damaged, and Nichols and its customers were unhappy when it began to peel off the trucks.

**“We decided it was time to make a change.”
– Buzz Nichols, Nichols Fleet Equipment**



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Nichols Fleet Equipment says they have no regrets about their switch to LINE-X. In the two years since, they've been very pleased with the durability and longevity they've seen from their new protective coating. The benefits don't stop there though.

Nichols says another advantage they've seen since switching to LINE-X is improved customer service and technical support. Their previous supplier was a smaller company, located farther away, and they just didn't have the ability to effectively meet the needs of a company like Nichols Fleet Equipment. That problem disappeared when Nichols switched to LINE-X. With benefits such as extensive training, experienced advisors, and 24/7 technical support, LINE-X has the capacity and expertise to meet the needs of its customers. And with over 20 years in the business, that expertise is unmatched.

With both a superior product and support team, it's no surprise that thousands have chosen LINE-X to protect their fleet and equipment investments.

**“We've got no intentions of changing.
We plan to keep on keeping on with LINE-X.”
– Buzz Nichols, Nichols Fleet Equipment**





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