

The Message Behind "Clean Clean"



"Equipment reflects a corporate image. Its appearance is important to employees as well as the public" – Walter R. Earle

They say one bad deed wipes out a dozen good ones. A lot of the same can be said about a company's image. Daily you must contend with public perception, gaining and keeping our customers trust and competitor backlash.

One of the easiest ways to enhance our image is to put on a good show. Clean trucks and equipment are a primary example of how the public views the company in a positive light.

We are a well-run company and have a great group of Employees. If we all project a positive image it will make for a better workplace and with a better workplace you will have a positive experience at Earle!

