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## Pal3 612 Trench Box Helps Olson 'Keep Your Sewer in Pink'

In keeping true to its slogan, "Keep Your Sewer in the Pink," Olson's Sewer Service of Forest Lake, Minn., has gone one step beyond and taken delivery of the first ever trench box painted Olson's signature hot pink to match the company's vehicles.

The 60-year-old family business purchased its pink trench box from a company it's been working with for more than 20 years; Gary Carlson Equipment, located in Blaine, Minn.

"When we were interested in purchasing a trench box, our sales representative Joe Miller provided great assistance," said Jon Olson, president of Olson's, adding that he gave sound advice on the slide in end panels and push pads. Even the pink paint was his idea, Olson said.

The trench box, which has been "working out very well for [Olson's] crew" is a Pro-Tec Equipment Model Pal3 612 specifically designed for municipal utility installation and maintenance, water, sewer, gas, fiber optic and cable installation, and other projects where rubber tire backhoes and small excavators are used.

It features a 3 in. (7.6 cm) double wall and 6 ft. (1.8 m) tall by 12 ft. (3.65 m) long with 6 ft. (1.8 m) panels for four-sided protection.

According to Olson, Carlson gives the "very best" in customer service and goes above and beyond.

"We were introduced to the box manufacturer company owner and representatives. The personal level of attention received was much appreciated," he said.

Gary Carlson Equipment had similar praises to echo Olson.

Miller has known the family for more than 25 years and attests that they are some of the most dedicated and well respected individuals in the business.

### History of Olson's Sewer Service

In 1954, Bill Olson and wife Verna responded to their entrepreneurial spirit and started Olson's Sewer Service at Coon Lake Beach. It wasn't long before the first truck was painted pink with the slogan "Keep Your Sewer In the Pink" boldly stated across the tank of the pump truck.

As the customer base grew, so did the demand for additional services. The company began making repairs on existing systems and installing new ones. Eventually drain cleaning services were added.

New technology has offered equipment to assist in diagnosing



Jon Olson (L), president of Olson's Sewer Service and Olson's Excavating Service, accepts delivery from Joe Miller, salesman of Gary Carlson Equipment.



The company services the seven county Metro area and employs more than 20 people.

problems in sewer lines and systems. Today crews are equipped with line televising and recording equipment and can pinpoint problem spots and the depth of piping resulting in more efficient excavation and minimizing repair time.

With the right equipment and expertise to install new systems came all the tools needed to expand into excavation for new homes and businesses.

Jon Olson always had a passion for moving dirt and operating equipment. He has grown the busi-

ness to include a full range of excavating services for residential, commercial and municipal customers. Olson's Excavating Service is involved in site development, new and remodel construction, sewer and water hook-ups, storm sewer and drainage work, finish grading and more.

Celebrating its 60th year in business, the company serves the seven county Metro area and employs more than 20 people. For more information, call 651/464-2082.



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### Why Pink?

Many important decisions are made around the kitchen table and for a true Scandinavian, often over a cup of coffee. And so it went when the time came to decide what color to paint the Olson's Sewer Service vehicles.

Verna's sister Dagmar suggested pink. In the 50s being "in the pink" meant in very good condition, strong and operating well. A perfect fit for the Olsons who looked forward to making sure everyone's sewer was in top shape.

### History of Gary Carlson Equipment

Gary Carlson Equipment rents and sells trench safety, large water pumps and specialty concrete

equipment outside of Blaine, Minn.

The company was launched in 2003 based on a simple philosophy: focus on a select group of customers we know personally; focus on a limited product set with an emphasis on cutting-edge technologies; and focus on service to make GCE the preferred supplier in the upper Midwest.

To accomplish these goals Carlson has assembled a veteran team, with an average of nearly 20 years industry experience.

Carlson is a 24/7 service organization.

(This story also can be found on Construction Equipment Guide's Web site at [www.constructionequipmentguide.com](http://www.constructionequipmentguide.com).) CEG



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