

Nelson Industrial Cleans House at Orange County Choppers with NEOS

Installing a scalable, adaptable and fully reconfigurable bench system with fully integrating components allowed the colorful crew at OCC to greatly increase their productivity

With his handlebar mustache, bulging tattooed biceps, frequent scowl and dark sunglasses, Paul Teutul certainly strikes an imposing figure. But as the millions who faithfully follow his family business on TLC's wildly popular show American Chopper will tell you, Paul Sr. is not only an engaging and likeable guy, he's a formidable and storied businessman.

Since founding Orange County Choppers in upstate New York in 1999, Teutul has grown the business from a hobby into a 60-person operation that produces and sells 150 custom bikes a year at prices starting at \$30,000 and quickly climbing well into six figures. Creating the world's most outrageous custom motorcycles using cutting edge and emerging design techniques has earned the crew at OCC a devoted following. And their spicy repartee has earned them the affection of many, including an audience that's approximately 40% female. Each week, in this 'must watch TV' they continue to push the envelope of motorcycle design and fabrication and deal with technical difficulties and family flare-ups.

ISSUE

Given the deadlines and the demands involved with delivering a handcrafted chopper, it became apparent that the shop needed to perform more efficiently and be more visually appealing for the millions checking in weekly. OCC's technicians Mike Ammirati, and Rick Petko were using individual, stand-alone and super cluttered tool boxes. They also had six bike lifts, each with their own exposed pump, in close proximity. Computers, keyboards and screens sat nearby on an open shelf. But it was Mike who nailed it, "Yah, we get things done, but we could be working smarter. This is our stage, just a really messy one".

APPROACH

Saucy, successful and sure of what he wants, Paul Sr. is not someone happy with the status quo. "I knew what the guys needed in the shop but I didn't know any one resource able to pull it all together. I also knew that I was getting pretty tired of pushing the guys to clean things up all the time," remembers Sr. Achieving the kind of transformation befitting the OCC shop meant sourcing and partnering with a proven performer. "What we didn't need was someone looking to experiment on us."

Instead, Sr. found exactly what he was hoping for — and more. The seasoned professionals at Nelson Industrial were chosen to transform the shop at OCC. As North America's market leader in precision metal fabrication, Nelson's portfolio pointed to the successful transformations already completed at high-end car dealerships across Canada and the United States. Results like that caught Sr.'s eye and his interest.



Paul Teutul courtesy of Orange County Choppers

IMPLEMENTATION

Nelson sat down with the technicians for an in-depth conversation to learn how they worked, establish their needs and wants so they could map out a system that would give each technician a customizable workspace. Since NEOS is shop furniture comprised of an adaptable system that meets the changing needs of any work area. A NEOS system specifically addresses the functional requirements of the service area and of the technicians who work there.

Finally, a system for the way you work.

NEOS integrated all of the computer systems and peripherals, tool storage and installed the NEOS wall system, added task lighting and provided for a 60-foot work surface where there wasn't one before. "I don't know how we functioned. What we got with this NEOS is organization that actually makes sense and room for every single tool we use. Believe me, it reduces some of my stress!" laughs Rick. "But now we're not the only good looking thing in the shop."

Highlights of this particular NEOS installation include a custom height system to accommodate their slopping ceiling, placement of special rubberized matting on portions of the work surface to protect sensitive painted parts (instead of a steel surface with carpet that's difficult to keep clean) and a continuous bench designed to reduce the accumulation of clutter between the bays.

Extensive consultation resulted in 'eye catching' multiple, custom coloring that 'pops' throughout the shop: dark grey cabinets and fascia, light grey wall, red lock bar and tool boxes and an orange mobile cart.

After the installation, Rick decided he needed even more tool storage. Because Nelson designed NEOS to be adaptable and reconfigurable, it was easy to pop out a wall panel to put in an additional tool storage module. Another decided that the computer screen needed to be moved down a few feet so the wall panels were simply and quickly rearranged. Then Mike wanted one of the tool boxes moved a few feet to the left. Being fully customizable, this was done in less than 20 minutes.

CURRENT SITUATION

Nelson delivered – and delivered big. Great design, brought to life in custom OCC colors, the NEOS product helped the gang achieve a new level of productivity. Now in their tenth year, and in a beautiful new building, the OCC team has a unique to NEOS high-end continuous bench system that not only looks good but allows them to work smarter.

In an interesting turn of events, Paul Sr. found that he loved the NEOS system so much he asked that his home workshop be outfitted with this wonderfully versatile product. Since NEOS is an adaptable option for the changing needs of any work area – including work areas at upscale homes – it holds tremendous appeal for those seeking premium, professional products to upgrade certain areas at either a primary residence or vacation property.

Functional and durable, NEOS is changing the way shop owners, techs, their customers – and now homeowners – expect work areas to look and operate. NEOS, coming soon to a discerning dealership near you.

