

## Schwarze Featured Customer Spotlight

paid advertisement

### Supervac of Pensacola, Florida

Schwarze Industries is very proud of their successful line of sweeping products and their valued customers who use them. So they want to celebrate them both in 2009. This begins a series of "Featured Customer Profiles" where we spotlight one of our Schwarze customers and profile why they are successful in their own business. The second of this profiles series features Larry Morton and his company, Supervac of Pensacola, Florida.

Supervac has been providing professional sweeping services since 1978. Larry started because he owned a mobile home park with lots of trees and wanted a way to keep it looking nice. When he saw an ad for a Schwarze sweeper, he thought that if he would help one more customer clean up his parking lot, then he could justify buying the Schwarze product to clean them both. His original goal was to get enough business to keep him running 3 nights a week, since he already had a full time job too. After 19 years, Larry was able to go into the sweeping business full time. Since then he has continued to grow his sweeping business and now has a fleet of 16 trucks and runs 7 days a week.

*Thanks to Larry for sharing  
with us a little more about his  
business and we wish  
Supervac the  
best in 2009.*

For more information about Supervac, call  
850-477-9379 or check out their web site  
at <http://www.supervac.us>



For more information  
about Schwarze  
Industries' sweeping  
products, call  
1-800-879-7933 or  
visit their web site at  
[www.schwarze.com](http://www.schwarze.com).



We chatted with Larry to find out more about his company, Supervac and why they have been successful for over 30 years. (And we also found out that he has a great sense of humor.)

**How long have you been in business?**

30 years...we started business in July 1978.

**What would you say is the main reason your business is successful?** Good service at a fair price.

**Who are your main types of customers?**

Shopping Centers, Paving Contractors, Dept. of Transportation and Cities.

**What has been the biggest challenge for you to be successful in your business?** Finding good employees.

**What has been the biggest benefit of having your own business?** Independence.

**What is your best recommendation for someone looking to run their own sweeping business?** See a local psychiatrist...if that doesn't work, then you should look to see if there is a need for your service. Find out who would be your competition. Know what your cost will be to operate a sweeper. Learn all of the local and state government regulations. Buy good equipment.

**How long have you been using Schwarze Industries' products?** 30 years.

**What do you like about using Schwarze sweepers and/or dealing with their company?** Their equipment is easy to operate and to maintain. The people at Schwarze have always been great to work with...I would not think of buying from anyone else.

**Would you recommend Schwarze Industries' products to others?** Yes, to everyone...but my competitors.