

# TOW INDUSTRY WEEK

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## TOW ILLUSTRATED

### Patriotic 'Black Ops'

By KRISTEN SCHEUING



In 2004, Donnie Barton opened Reliable Towing in Port St. Lucie, Fla., with two used trucks. Today, he has 25 employees and a fleet of 18 trucks, including this 2010 Peterbilt with Century 60-ton rotator. Dubbed "Black Ops," this truck is used for a variety of applications, most recently to rescue a fruit trailer that had rolled over into a canal.

The Reliable fleet is recognizable for its red, white and blue color scheme.

"Donnie's pretty patriotic," said graphic designer and owner of Signs of the Times, Jeff Klaas. "He wants a flag on everything." Klaas and his crew have been designing and applying the graphics for Reliable for four years. "When we started, it was all checkerboards," said Klaas. "Now it's flags."

Reliable recently debuted the rolling flag that runs down the side of Black Ops. The color scheme is striking on the black 60-ton rotator, a red 16-ton wrecker and the light-duty trucks, which are all white. The Reliable Towing logo is incorporated into the rolling flag, with a snapshot of postcard-perfect arid land under a cloudless sky filling the letters of "Reliable."

Klaas said he uses high-quality surfaces, inks and protectants for the design wraps that hold up under repeat exposure to grease, chemicals and washings. He said the Reliable fleet always looks sharp. "They take care of their trucks." The TLC paid off at the 2013 Florida Tow Show, where Reliable Towing won Best of Show with a truck that had 110,000 miles on it.

Last year, Reliable Towing branched out into specialized transport and is on the police rotation and does work for sanitation companies, dealerships and the post office. Roadside assistance accounts for most of its business, which picks up in winter, said Barton.

### WE'VE GONE SOCIAL!

We highlight new and used trucks available for sale, trucks that have been sold and recently delivered, and everything towing related.

**LET'S JUST HAVE SOME GOOD 'OLE FUN!**



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