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Local Racing Team Jump Starts Pit Crew Area

When Jackson Racing team wanted to make a change to their pit crew area, they looked to a local company; OrganizIT!, that specializes in heavy-duty garage flooring. OrganizIT!, a company that focuses on garage organization had just the ticket; SwissTrax interlocking floor tiles.

Interlocking floor tiles are made of environmentally friendly, recyclable and UV stabilized polypropylene. This product is made of an advanced plastic material that is similar to new car bumpers and gas tank liners, with additional additives to inhibit fading, static electricity and other conditions. Interlocking floor tiles are commonly installed in garages, showrooms, airplane hangers, patio decks and are fast becoming



the standard for pit crew areas in the racing industry. "Not only did we get the color and design we needed for our pit crew area, the interlocking design allows for easy setup and teardown at every race", said Richard Jackson. Jackson, owner of the Jackson Racing team, also owns Valencia Body Shop and Center Point Collision, fixtures in the Santa Clarita Valley for over 20 years. "We looked at other products, such as rubber mats, but the interlocking floor tiles gave us more flexibility. During a race things move pretty fast in the pit crew area, with a lot of people working with gas, oils and other chemicals. Not only can the SwissTrax floor easily support the wear and tear of the cars, the tiles are oil resistant and impervious to gas and all automotive

chemicals. Plus, the tiles are skid resistant. "Also, in the event we accidentally damage the floor, we simply replace one or two tiles and not the whole floor, like you would with a one piece mat". "Working with the guys at OrganizIT! was great too. I called them to ask about the floor and because they had it in stock, I had my floor two days later, in time for the next race", said Jackson.

Richard Jackson has been a business owner in the Santa Clarita Valley for over 20 years. He has owned the Jackson Racing team for 12 years. The Jackson Racing team race in the NHRA circuit competing in the alcohol funny car division. The Jackson Racing team has done pretty well this year and is currently ranked fifth in the national points standings. "Competitive racing is one of the fastest growing sports right now", says Jackson. "Having a local racing team is good for business and good for the community"

OrganizIT! focuses on garage remodeling and organization, the fastest growing segment in the home improvement industry. Last year there was a 40% sales increase in the garage organization industry, accounting for approximately \$3b in sales. OrganizIT! is unique as they are one of the only full service companies in the industry, cabinets, floors, walls, shelves, racks, etc. You name it they have it.

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