



# OFFERING VITAL SUPPORT & A RELIABLE SUPPLY OF HEAVY EQUIPMENT ACROSS THE MID-ATLANTIC

**INFRASTRUCTURE SOLUTIONS GROUP** DISCUSSES ITS EXPANSION AROUND THE MID-ATLANTIC AND HOW IT HAS SUPPORTED KEY CLIENTS THROUGHOUT ITS TIME IN THE CAROLINAS.



**Aiming to make the best possible equipment available to the industry, Infrastructure Solutions Group (formerly known as Virginia Public Works Equipment), is a well-established provider of both new and used heavy equipment on a sale and rental basis around the Mid-Atlantic. The company is known not only for its excellent product range, but also the service that runs alongside this and supports clients well above traditional industry expectations.**

Although originally operating within the state of Virginia, Infrastructure Solutions Group has actively worked to expand its physical presence across the Mid-Atlantic, including expansion into the Carolinas and Tennessee, starting last year. In January, 2020, the company opened a second full-service location in Mooresville, 40 minutes north of Charlotte, in a bid to improve the support offering for customers across the Carolinas and Tennessee and maintain a physical presence. Although having already worked with customers in the area, the move signaled a huge step up for the company, facilitating the same level of support that customers have been experiencing in Virginia for decades.

At present, Infrastructure Solutions Group offers a wide range of heavy equipment, including: sewer trucks, street sweepers, vacuum excavators, debris collectors, compact sweepers, asphalt maintenance, trailer excavators, aerial work platforms, underground inspection equipment, and associated nozzles and attachments. With specific focus on growth across the Mid-Atlantic, the firm has quickly become the go-to supplier of sewer and storm drain cleaners, street sweepers, pipeline inspection camera systems, and road maintenance equipment across the region.

Where Infrastructure Solutions Group has perhaps always stood out among key competitors is in the added value provided in the form of technical support and guidance. Within the team, the company maintains a wealth of expertise which is made available to industry clients, advising them on everything from the best equipment for their project requirements, to also facilitating easy access of obtaining this equipment (be that through third party financing or other methods), and pairing that with the knowledge required to get the most out of said equipment. Ultimately, this has seen the organization able to develop a reputation as the go-to industry expert across the

Mid-Atlantic and provide an end-to-end solution which all but guarantees a positive outcome.

Of course, to provide this level of expertise to the client, it has proven essential for Infrastructure Solutions Group to acquire, develop, and maintain talent within its four walls. While the organization has not struggled particularly in finding people, particular emphasis has been placed on finding those people who truly understand the specific products which the firm is known to supply so as best to deepen the expertise available across the company. This can then easily be developed and shared to create what is currently a very strong team overall.

Providing information on the customer journey and the key components of the service, Sean Lemcke, Sales Manager for Infrastructure Solutions Group in North Carolina & South Carolina explained: "Customer service is always going to be at the top of the list in terms of how we want to be better than any competitors down here. Of course it starts with product, you have to have some of the best products and we truly do have the best, but then it's all about the customer support. It starts from the moment we begin



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discussing equipment to ensure they're getting the best equipment solution and accessories for them to get their work done productively, and then provide any financing avenues they need via third party lending companies we have great relationships with."

"It's also imperative that when it comes into delivery and training, customers understand not only how to use the product, but thoroughly understand how the truck is operating behind the controls so it can be run efficiently and productively by the operator. A better understanding on anything allows somebody to grasp it more and then tend to take care of it better, and it helps communication for any future customer support needs. And when that support or service is needed, you can be ensured that you'll receive the best communication throughout the process. We pride ourselves on that and when you continually hear from clients that a major pain point of theirs is communication from their suppliers, it's a refreshing experience for them working with ISG. Even if it's bad news, we want to get that information to you." He added: "Downtime is a killer for any private company, and they also have their schedules they need to manipulate."

Commenting on her own experience as a client of Infrastructure Solutions Group, Lauren Hunke, President of Center Line Locating provided the following insight: "Our larger truck broke down and was having issues. Within an hour, Brendan

at ISG helped dial in a replacement truck. This is not a truck they represent do, so and we had to send our truck to get serviced on for another issue and with his quick reaction he (Brendan) was able to keep our team at the job site with a replacement rental truck, versus being down for potentially an entire week. I've found that Brendan and really the entire team have been responsive. Whether that is a phone call, text message or an email, they have the availability in their unit."

Center Line Locating, LLC is a rapidly growing, women-owned, underground utility locating company, based out of Charlotte, NC, serving clients throughout the Carolina's. The Center Line Locating (CLL) team operates on three core values – understanding, executing, and exceeding their client's expectations, whether that client is commercial or residential. With over 30 years' experience in the utility industry, the CLL team provides information on sites that could otherwise turn into very costly mistakes. ISG recently delivered a Truvac Paradigm Vacuum Excavator to Center Line Locating to support their locating services when it requires air or hydro excavating needs (pictured in article).

Over the course of the past year, Infrastructure Solutions Group was affected by the COVID-19 pandemic and the various challenges that it brought. Although the firm did not cease operation and continued supporting its clients throughout the period, notable changes were

made in terms of health and safety, compliance with CDC regulations, workforce management, and the provision of both technical and general on-site support for clients. In particular, the firm did pursue an increased level of digital communication and support where possible, ensuring clients did get the vital services they needed while also limiting the amount of physical contact between people.

As Sean Lemcke went on to add: "COVID presented us with some unfamiliar times and we had to improve health and safety protocols because we never shut down. We were supporting essential businesses and so it wasn't a choice for us, we had to keep in operation. We started doing presentations and trainings of equipment virtually and followed the guidelines of our clients COVID protocols as well to get equipment delivered to them. We basically set up a good virtual format to be able to support our customers remotely, when needed."

Over the years, Infrastructure Solutions Group has already enjoyed considerable expansion with the establishment of new premises, the addition of more equipment to the wider company stock, and also advancements in digital technology to optimize how the organization works. Certainly, the company is in a very strong position with a keen eye on the future – one which looks to be very promising, both in terms of further service enhancements and commercial growth.





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