

# Southern Equipment Anticipates Customers' Needs

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Two years ago, when Mike Radosti became president of Southern Equipment, Inc. he redefined the company's direction and focus.

Radosti, who is in the process of buying the 31 year-old equipment rental company, says he is concentrating on supplying small to mid-sized equipment to commercial construction and industrial accounts with state-of-the-art equipment that would otherwise be unavailable in his area.

He says it is his job "to look to the future and find superior products to supply the construction industry with the latest in quality equipment."

With this purpose in mind, Radosti attends trade shows, looking for new, top-quality equipment to help his clients with.

Their latest find, Superchute®, is such a revolutionary product, that they've had to launch an all-out educational campaign to let their customers know about its availability.

Radosti says his clients are at "100 percent attention" when he explains the benefits of Superchute®'s Wraparound® system.

The multi-story debris removal system comes in flat, regular sections of high-tech plastic, manufactured to the highest industry standards with an outstanding resistance to abrasion, chemicals and cold.

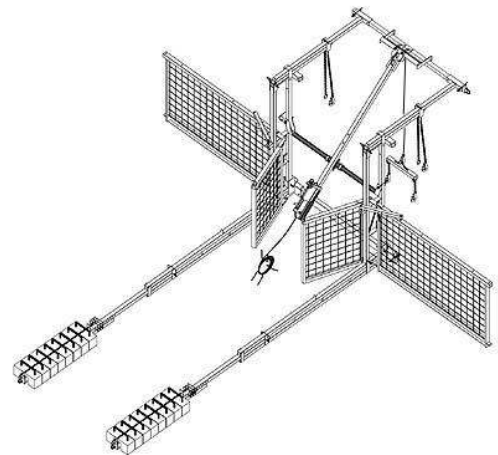
Conforming to OSHA 1926.852, Superchute's® tightly fitting sections keep dust to a minimum, and the paired cable assemblies are rated to 5000 lbs. each (working load limit 1000 lbs).

One of Superchute's® biggest selling points, Radosti says, is that it doesn't have to be attached to the construction site in any way.

"It's a contractor's dream," he explains, "because a system of counter weights with a hoist offsets the weight of the chute, so it hangs independently from the work site." [...]

For more information about Southern Equipment, call (504) 924-7880 or visit the dealership at 1792 N. Foster Drive in Baton Rouge, LA.

*business section*



*Shown Above: The SC-900-cb Chute Hoister*

*(to learn more about this hoist or one of our 8 other lifts and anchors for chutes, visit the [Hoists](#) section).*