



**J. P. Mascaro & Sons**

*If it's service, it's us!*

**PRESS RELEASE**

**TO:** ALL NEWS MEDIA

**CONTACT:** FRANK SAU, DIRECTOR OF COMMUNICATIONS

**PHONE:** 484-398-6500

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**SUBJECT:** J.P. MASCARO & SONS INVESTS \$2 MILLION IN SAFETY VISION LLC'S MOBILE VIDEO SOLUTION AND EQUIPMENTSHARE'S GPS TRACKING TECHNOLOGY

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**The solid waste service company plans to install safety surveillance cameras and GPS software in more than 630 vehicles to improve vehicle safety, provide for asset tracking and increase service capability.**

**Audubon, PA**– J. P. Mascaro & Sons, the premier solid waste and recycling service company in the region, has recently committed to invest more than \$2.0 million in safety technology from Safety Vision, LLC, headquartered in Houston, TX, and GPS technology from EquipmentShare, headquartered in Columbia, MO. The partnership with these fleet technology companies will assist J. P. Mascaro & Sons in ensuring safe fleet operations, while simultaneously increasing its overall efficiency in serving its customers and providing real-time asset tracking for all on-the-road vehicles.

Company President Pasquale Mascaro said, “This has been a major project for J.P. Mascaro & Sons over the past two years and we are pleased to have partnered with two reputable providers in the camera and GPS technology industry. I commend James Mascaro, Director of Special Projects, and Eric Stephen, Director of Auditing, on their hard work in identifying the company needs and selecting long-term partners for J.P. Mascaro & Sons.” Mascaro added, “Customer service and employee safety are at the core of our business and this technology will further strengthen our commitment to these areas of our business.”

Beginning in January 2021, as part of its “Safe Service = Success” campaign, J. P. Mascaro & Sons plans to install Safety Vision, LLC’s mobile video surveillance cameras in approximately 600 vehicles. The cameras will allow J. P. Mascaro & Sons to monitor drivers and identify key areas of driver coaching and training. This benefits the drivers by guaranteeing they have all the information needed to be as safe as possible. The cameras, which also capture 360-degree coverage of vehicle accidents, will help J. P. Mascaro & Sons' leadership and management teams understand why, when, and how accidents occur on the job.

In addition to these primary safety purposes of the project, the installation of the cameras will also help J. P. Mascaro & Sons better serve its customers by improving their operational efficiency. Since installing the first test camera system at the Company’s Bridgeport Division, J. P. Mascaro & Sons reports positive feedback from its drivers and a more positive attitude toward safety measures and accident prevention.

J. P. Mascaro & Sons has also implemented EquipmentShare’s award winning telematics platform into its business processes. With EquipmentShare Track, which recently earned the tech provider the 2020 Fleet Management Company of the Year recognition by AutoTech Breakthrough Awards,

J. P. Mascaro & Sons can use real-time and historical GPS location data, paired with specialized reporting, to ensure customer sites are visited according to schedule. EquipmentShare Track allows any equipment asset or vehicle in J. P. Mascaro & Sons' fleet to be located, tracked and monitored on any internet-connected device. With this specific recorded data, J. P. Mascaro & Sons can easily identify troublesome stops and reschedule trucks to further improve customer service and reduce its costs.

To date, J.P. Mascaro & Sons has installed EquipmentShare's solutions in more than 180 of its vehicles in addition to over 90 of its storage trailers and construction equipment.

"Tracking and locating our trucks with EquipmentShare's telematics combined with Safety Vision, LLC's full 360-degree camera coverage on our vehicles lets us be more productive in our roles," said James Mascaro. "These systems allow us to provide a higher level of service to our customers, along with the ability to help keep our drivers safe on the roads through coaching and training." Mascaro further noted, "Both Safety Vision, LLC and EquipmentShare's vehicle technology solutions are excellent tools to accomplish our service level objectives. These systems will allow us to increase safety, efficiency and productivity as we continue to strengthen our foothold in the solid waste service industry."

J. P. Mascaro & Sons, a privately held family business, has grown from a one-truck company in 1964 to the largest fully integrated waste removal firm in the Northeastern part of the country. Mascaro owns and operates all its own facilities, including collection, transportation, recycling, transfer, composting and disposal facilities. The Mascaro network is second to none in the region. The company is committed to providing the highest level of service available in its industry in a

safe and environmentally sound manner. The foundation of the company is rooted in the motto of its founder, J. P. Mascaro, Sr., *"If it's service, it's us!"*

To learn more about J. P. Mascaro & Sons, visit [www.jpascaro.com](http://www.jpascaro.com).

With more than 25 years of experience, Safety Vision, LLC, is one of the most recognized partners for advanced mobile video surveillance products, which are designed to enhance transportation security and safety. Their long-standing history in the waste/refuse industry is so successful because it serves as the foundation of their core values when developing solutions. The products catered to waste operate to increase awareness of surroundings no matter where the vehicle off-loads, provides continuous recording for indisputable evidence, and a multitude of accessories that cater to the industry's needs. To learn more about Safety Vision, LLC's solutions for the waste/refuse industry, visit [SafetyVision.com](http://SafetyVision.com).

EquipmentShare is a nationwide construction solutions ecosystem provider that solves industry pain points through smart jobsite technology and equipment rental, retail and service distribution. More than a rental company, EquipmentShare's cloud platform enables construction and industrial companies to gain a real-time view into the connected jobsite. EquipmentShare's enterprise suite is OEM-agnostic and can track any piece of equipment, regardless of brand, to help fleet managers monitor assets, prevent theft and machine misuse, track employee hours and shifts, increase machine utilization, streamline maintenance and prevent unplanned downtime. Founded in 2015, EquipmentShare's growing presence of more than 70 locations, which includes equipment and service yards, research and development sites, administrative offices and specialty solutions, serve the rapid demand for the company's equipment and digital solutions. To learn more about the company, please visit [equipmentshare.com](http://equipmentshare.com).