

About Orange County Choppers

Paul Teutul, Sr., metalworker by trade, first began his business of building custom choppers out of the basement of his home in Montgomery, NY. With the creative help of his oldest son Paul Jr., the two were soon on their way to the top with the success of their first bike, "True Blue" which debuted at Daytona Biketoberfest in 1999. From that point on, Paul Sr. knew he had something and established Orange County Choppers that same year.

Orange County Choppers
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About Nelson Industrial

Since 1973 Nelson has been designing and manufacturing high quality, precision fabricated metal products for clients throughout North America and worldwide. Producing propriety and OEM products, their comprehensive range of standard and customized products is marketed through five divisions: access doors, architectural metals, automotive, contract manufacturing and storage products.

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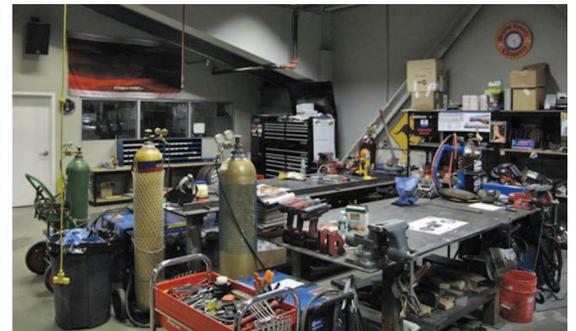
PRESS RELEASE - For Immediate Release

Nelson Industrial Transforms the Shop at Orange County Choppers



TORONTO, CANADA, July 07, 2009 // - Founded in 1999 by Paul Teutul, Sr., Orange County Choppers (OCC), is one of the world's premier builders of custom and production motorcycles. Based in Newburgh, New York, OCC is a destination for discriminating buyers around the globe seeking one-of-a-kind motorcycles. With the colorful OCC crew the subject of a reality show that chronicles their lives as they chase production deadlines, making sure the shop is organized and operating efficiently takes on a new level of importance.

OCC's shop underwent a transformation by Nelson Industrial, North America's market leader in precision metal fabrications. In consultation with Teutul, Nelson completed two installations of their tech-friendly shop furniture, NEOS, one at OCC and the other at Teutul's home shop. Scalable and adaptable, this is a system that's entirely reconfigurable thanks to its fully integrating components. Celebrated for its novel approach, NEOS is the type of bench system that is certain to revolutionize high-end tech shops and work areas across the continent. NEOS carefully considers the functional requirements of the service area and of the technicians who work there. With NEOS, OCC's service area and Sr.'s private work area are now high-performing, functional showrooms.



A view of the Orange County Choppers Shop before the NEOS cabinets were in place and then the same area after the transformation.

"NEOS is not an off-the-shelf solution. Instead, NEOS is the answer for a company like OCC who believe that only the best will do. Actually, this is an adaptable option for the changing needs of any work area — including work areas at upscale homes. NEOS appeals greatly to the person seeking premium, professional products to upgrade certain areas at either a primary residence or vacation property. This is the only system available that can be reconfigured easily and indefinitely and takes changes in service technology or technicians in stride. An efficient workspace keeps technicians — and aficionados — motivated and productive and is easily one of the most important contributors to service profitability," points out Nelson's VP of Sales and Marketing, Jeff Nelson.

"The NEOS product has created a new level of productivity in our shop. This stuff is functional, durable and looks really sharp. We now have a more organized place to work. And working efficiently goes with my 'get it done' philosophy. I predict that NEOS will change the way the shop owners, techs and their customers expect work areas to look and operate," explains Paul Sr.