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Bulldog[®]

Mack[®] Customer Center Opens For Business



2010 World Sales Conference

Driver Top Dog in Pinnacle™ | Mack Boss Goes "Undercover"

Bulldog® Statue a Monument to Tenacious Spirit

If there's one word that describes Louis Mascaro it's tenacious. Which is why the co-owner of J.P. Mascaro waste hauling in the Philadelphia suburb of Audubon, Pennsylvania feels right at home with Mack®.

The relationship started in 1972 when the company won a contract to remove refuse daily from 55 state-owned buildings, said Mascaro, who with his four brothers manages a company their father founded in 1964. "At the time we wanted to try a Mack chassis but were informed the waiting time for a new one was nine months."

The dealer appealed to Mack factory management and within two weeks the brothers toured the Macungie plant, met then-chairman Zenon Hanson and got their truck. Since then they've purchased more than 500 Mack chassis.

Since its first Mack purchase J.P. Mascaro has grown into one of the largest privately held refuse and recycling companies in the country with 750 employees, 12 locations in six Mid-Atlantic states and an active fleet of 310 heavy trucks, more than half them Mack. The company buys several new Mack Pinnacle™ and Granite® models a year from Don White, senior director of sales for Bergey's Truck Centers in Souderton, Pennsylvania.

Fast forward to 1998, when the company landed another contract and needed 18 chassis in a hurry. Trouble was the Macungie plant was closed for the Christmas holiday. "Again Mack Trucks came to the rescue," Mascaro said. "They brought in a team of workers and delivered all 18 chassis before the New Year. This is truly amazing service and shows Mack Trucks' tremendous commitment to their customers."

And tenacity, which Mascaro can match gallon for gallon. Around 2008 he remembered seeing large statues of the Bulldog in dealer showrooms and

decided he wanted one for the main office in Audubon. He'd visit truck shows but no one would sell. So he tracked down the manufacturer and had one made to order. "The kids love it but not more than this big kid," he said.

Mascaro also uses five Mack trucks on his 675-acre farm in nearby Berks County and collects Mack model trucks. But he saves his highest praise for the full-scale models and the company that makes them.

"We have tried several other manufacturers' products over our years of operation but we always come home. Home to Mack, that is."



Don White (left) and Louis Mascaro (right)