

Customer Spotlight



bluemia™ Turns to H&E for High Impact



bluemia™ used two aerial lifts from H&E Equipment Services to install a 35x75 ft banner at the 2011 All Star Game.

The professionals at bluemia™ are experts at printing, fabricating and installing every kind of outdoor media advertising. bluemia provides banners, building wraps, fleet graphics, floor graphics, wall and window graphics, to its customers for a unique, high-impact way to get noticed.

Using the absolute latest in state-of-the-art digital technology and an expert staff of detail-oriented professionals, bluemia can print large and grand format graphics, with outstanding color, quality and execution for any application.

In addition to print and design work, bluemia installs graphics and signs anywhere in the country. They have done projects for many high-profile events like the NBA Allstar Game, the Superbowl, and national political conventions.

Recently, bluemia helped Chase Field welcome the 2011 Major League Baseball All-Star game. Sourcing aerial lift equipment from H&E Equipment Services, bluemia installed a giant 35x75 foot banner. The installation team

in their hometown, bluemia relies on the H&E Phoenix branch for their equipment needs.

"The rental department goes above and beyond to meet the needs and the tight deadlines that I give them on a daily basis," said Tug Orr, bluemia field operations manager. "I have opportunities to go with other rental companies on a daily basis; I choose to stay with H&E because of the great consistent customer service I receive from them."

"With their excellent service and competitive pricing, I expect to continue partnering with them for a long time."



The banner installers pose for a close-up shot of the All Star Banner they installed using equipment from H&E.

used two 125 foot lifts to hoist bluemia installers high enough to secure the 500 lb. banner for all to see.

With such challenging installations, and a dedication to superb quality, bluemia needs an equipment supplier who offers dependable customer service and reliable equipment. When working on an install

At H&E Equipment services, we will continue to meet the expectations of bluemia and all our hard-working, innovative customers.