

# *The* CAROLINAS EQUETRIAN<sup>®</sup>

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# TOP JOCK Tack Boxes: Raising the Bar in Tack Box Innovation

By Taylor Renner | Photographs provided by Top Jock Tack Boxes

Every tack box is handcrafted in the United States at the Top Jock Tack Boxes' workshop in New York, New York. Owner and founder, Joe Moran, prides himself in taking the time to listen to his customers in order to create a product that is both beautiful, functional and long-lasting.

"Most of the inspiration for my products simply comes from talking and listening to people," said Moran. "We are willing to do what the customer wants first. Sometimes they may ask you to do one thing and through that it could inspire a completely new idea. I always choose the highest quality materials for my products because I like things that last with time. It's a combination of designing something that is practical and easy to move and work with, but also impressively stands out in the barn and makes a statement."

Since 2012, **TOP JOCK TACK BOXES** has been at the forefront of the tack box building industry — catering to all disciplines and providing equestrians with the highest quality products customized to each individual's unique needs.

"I've been working in the construction business since I was very young and because of that I was able to pick up on a lot of different trades," continued Moran. "Having that variety of skill sets is what I find most handy when I'm building the tack boxes. It's a lot of metal work, design, drawing — the list goes on. I get great satisfaction out of making my products for people who want something different. I find it very rewarding."

When a customer inquires about ordering a Top Jock Tack Box, the first step is to set up a consultation appointment with Moran to decide exactly what type of box is desired, and what the product will be used for, as well as decide on interior configurations and exterior graphics, if necessary.

"Once we know what they want, and we know the size, we begin collecting the required amount of hardwood and plywood," said Moran. "We use a ¾ inch plywood base, and then we make the frame of the box. We glue and screw everything together; we don't use any nail guns like a lot of our competitors do with their trunks, which makes our boxes much stronger. With a nail gun, no matter how many nails you put into it, the nails are going to pull and they can slide back out if there is enough force."

"When we get the basic frame put together we reinforce all of the corners — what I would consider the structurally weaker parts of the box," continued Moran. "Once we get the frame done we glue sheet metal onto the wood throughout the outside of the box, which gives it even more structural integrity. Every step of the process is designed to make the box as strong as possible."

More wood is then added over the sheet metal, with a sealant applied behind the wood so water can't reach it. Next, stainless steel

corners are applied over the wood.

"Our competitors don't put any form of corners on their boxes, and they tend to chip and break at that part of the box," said Moran. "With our stainless steel corners, it is nearly impossible to break the boxes. It makes the box extremely strong and the design of the box will prevent any type of scuff or crack that would make it fall apart. When you add up all of these different components together, it makes the box extremely strong and they can hold a large amount of weight."

In addition to creating some of the most durable products on the market, Top Jock Tack Boxes has also invented new, innovative ways to make their boxes more unique and better suit their customer's needs.



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With the release of their Gold Edition double door tack box, Top Jock Tack Boxes became the only tack box company to offer full exterior high definition images on custom-made tack trunks, providing customers with even more customizable capabilities to showcase their favorite photos, logos, sponsors, website, etc. The graphic panels are covered with a scratch-resistant clear polycarbonate to protect the images from day-to-day wear and tear for years to come.

More recently, Top Jock Tack Boxes began offering a maintenance-free alternative to wood for their products using PVC wood-grain lumber, which looks just like wood, comes in a variety of colors and is significantly lighter than the traditional oak.

"Unlike wood, the PVC wood-grain lumber never has to be varnished or touched up, yet it still has the same beautiful effect as wood," said Moran. "I believe it's going to be the way trunks are made going forward, however we still do offer both options."

Although creating a custom Top Jock Tack Box

is quite a laborious process for Moran, his dedication to superior quality and excellence in all his products are what make Top Jock Tack Boxes rise above the rest.

"It's a lot of work to be able to completely customize each of our products to whatever the customer wants, but I like the challenge," said Moran. "It is important to give people what they want."

"To me, the difference in our products is practicality, functionality and durability," continued Moran. "I like to make products that are easy for people to move, are functional, can store things in an organized fashion and also look good and last. I try to use materials that I think will stand the test of time. A lot of the other products I see on the market are basically wooden trunks with some varnish on them, whereas we combine both the metal exterior with the wooden interior on most of our products, which makes them more durable. It looks great and brightens up any tack room or barn aisle."

No other tack box company provides as many customization options as Top Jock Tack Boxes. Any size, color and layout can be designed to fit a customer's specific needs, while the durability of the materials used in the products are guaranteed to last. Chosen by top show jumping professionals such as McLain Ward, Schuyler Riley and Shane Sweetnam, Top Jock Tack Boxes is the world's leading provider of handmade tack boxes and luxury barn accessories.

Visit [www.topjocktackboxes.com](http://www.topjocktackboxes.com) to learn more and to start building your Top Jock Tack Box today!