

# MaxiNEWS

HELPING TRANSPORT OPERATORS GET MORE FROM THEIR TRAILERS

ISSUE 7

FREIGHTER

Maxi-CUBE

HamelexWhite

AZMEB  
BULK TRANSFER SYSTEMS

LUSTY EMS

## Freighter Releases Automated Mezzanine Deck Solution

Freighter has announced the release of its latest innovation – an automated mezzanine deck for its range of T-Liner® trailer products. Designed to simplify the loading process of mezzanine decks, the Company says the new automated design will expedite loading times without loss of pallet space.

Freighter General Manager, Mario Colosimo, explained the advantages of the new system. "Our engineers have worked hard to design an electro-hydraulic Auto Mezz Deck solution which is fast, quiet and reliable," he said. "As a result, our new

system is almost silent and works with the push of the button. It is certain to speed up loading times for operators, saving them the hassle of having to raise and lower mezzanine decks with a forklift."

*(Continued on page 3)*

*Below: Freighter has unveiled its new Auto Mezz Deck option, now available on its range of T-Liner Products.*





# MFC Transport Tips Ahead of the Competition Thanks to the Lusty EMS Stag

**Set in amongst the picturesque surroundings of Waubra in Western Victoria, Marysvale Farming Company (MFC) Transport is a family business that has built a reputation for productivity and efficiency.**

While the Company's origins can be traced back to when Joe and Rhonda Molloy used their farm to grow potatoes and produce prime lambs, it was their son Luke, who capitalised on an opportunity to expand the family business into bulk cartage when, in 2009, he purchased a B-Double semi-tipper set to get the ball rolling.

Pretty soon, Luke and his wife Laura found that their transport work load started to take off. Following the introduction of a Lusty EMS conventional B-Double set into their fleet, they realised that they were going to need to continually invest in new equipment to accommodate their customers' growing expectations. Still, they wanted to maintain their point of difference as a family oriented business that delivered personalised service.

"At the time, we were carting standard bulk product including grain, fertiliser and gypsum. The Lusty EMS set we had was reliable and we were getting our weights on, so we thought we'd go the extra step and invest in a new set, which has proved to be the right decision."

Luke was particularly keen to invest in new trailer equipment that would add a level of familiarity to his fleet, but he was also aware that flexibility and versatility were important ingredients if he wanted to safeguard his business against flat season periods.

Working hand in hand with the engineers at Lusty EMS, and following extensive discussions regarding the benefits of a conventional 25m B-Double tipper against the highly popular 25m Stag B-Double, Luke settled on a safe bet and ordered one of each. The first was a customised Lusty EMS Conventional B-Double based on his existing tipper specifications. A few weeks later, this was then followed by Luke's very first 25m Stag which was in stock and required only a couple minor modifications to satisfy his requirements.

Luke has been particularly impressed with the 25m Lusty EMS Stag which has added further flexibility for Luke and his customers, particularly with gypsum and lime.

"The major benefit for our customers is the ease and the speed at which we are able to unload gypsum and lime," he said. "The Stag is set up so that you don't need to unhook the trailers to tip, no matter what product you are carrying. We've never been able to do this with our gypsum and lime before. So, with the drivers not having to worry about splitting the trailers, we are saving half an hour, sometimes forty minutes at each drop off, and this time can make all the difference as to whether you get another load that same day or not," Luke said.

*Set atop the hills in the town of Waubra, Victoria, MFC Transport has diversified its historical business of lambing & potato farming to incorporate a successful transport operation.*





# Freighter Releases Automated Mezzanine Deck Solution

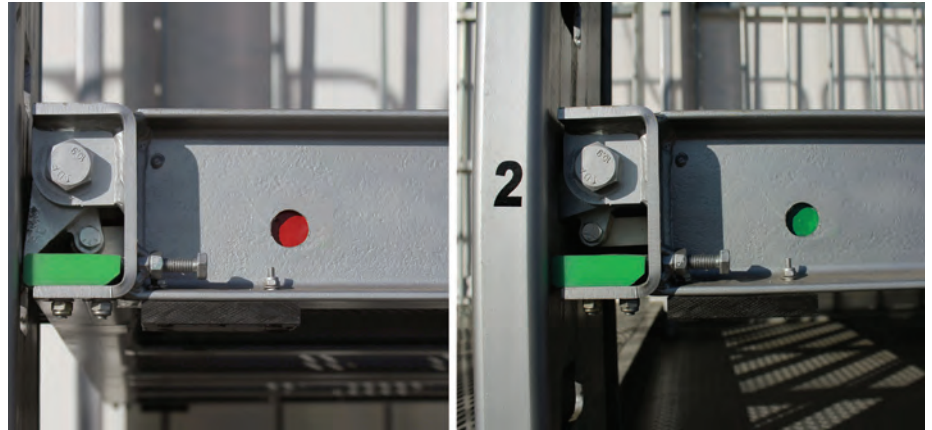
(Continued from page 1)

## No loss of space

A dominant feature of Freighter's Auto Mezz Deck design is that it occupies no further space than a standard mezzanine deck. "Freighter worked with industry leaders to develop this new option," Mario claimed. "One of the most important pieces of feedback we received was that any new technology must not come at the expense of load space. Therefore we focussed on ensuring there was no loss of pallet space, by keeping posts at the same width to those on a manual deck. Furthermore, there is no loss of vertical aperture when the deck is fully lowered."

## Fail-safe

Mario also highlighted the occupational health and safety benefits that Freighter's Auto Mezz Decks provide, pointing out spring actuated locks which were integrated into the product as a 'fail-safe' feature. "The spring loaded deck locks mean that there is no chance of the decks slipping down further than intended when raising and lowering," he said. "Upon releasing the controls, the deck automatically locks itself into the next available position, eliminating OH&S risks."



*Freighter's red/green indicator system means operators can always tell when the Auto Mezz Deck is safe to load.*

## OH&S Safeguarded

Green and red indicators provide further OH&S safeguards. "When being raised and lowered, red indicators show the user that the deck is not locked into position and is not safe to load," Mario explained. "When the deck is safe to load, the indicators turn green."

Furthermore, the indicators are mechanical, meaning that they are reliable and are not prone to failure or electrical faults." Freighter's Auto Mezz Deck can be integrated into orders across its range of T-Liner® models – including the standard, LoadHold, EziLiner and Insuliner products – and is available now via its Australian and New Zealand dealer network.

*The new Auto Mezz Deck from Freighter can easily fit four standard pallets with room to spare and no need for side shift.*





## Hamelex White Delivers with Pre-Approved PBS Truck & Dog



Serving construction material giant Boral since 1984, Manny Camilleri has learned a thing or two about the importance of keeping up to date with industry trends in the quest for business success and expansion. That's why he agreed with long-term partner, Hamelex White, when they suggested he look at a PBS truck and dog tipper combination in order to increase his payload.

"A reliable affiliate is like a secret weapon to a company," says Melbourne-based transport entrepreneur, Manny Camilleri. "That's why we took up Hamelex White's recommendation to move into the Performance Based Standards (PBS) field when purchasing our latest truck and dog combination. After such a long time of working together, the team at Hamelex

White knew instantly which vehicle would best suit our business and help us service Boral in the time to come."

According to Manny, the association with Boral and Hamelex White is all about trust, which has been built since he joined the transport industry at age 18. "I deal with Hamelex White whenever I need a new tipper for the Boral contract," he says, pointing out the latest PBS-approved three-axle rigid and dog combination is likely to bring the company's performance to the next level. "Hamelex White made it easy to get used to the whole PBS idea. The great aspect about PBS is that it factors the trailer's actual performance on the road instead of focusing on size and length only. That's not possible under conventional one-size-fits-all rules or the state-based permit system."

"The best thing about the Hamelex White approach is that the whole vehicle is pre-approved, so the registration process is simple and fast. There's no waiting around for applications to be tested and approved by various authorities – once the combination was built I was able to drive it straight out the gate."

"Our new tipper can now carry as much as 49.5 tonnes and still maintain its stability on the road because of its low centre of gravity." "That's why I can always trust the Hamelex White name because they just don't just use PBS as a simple selling point, but they educate you on how it impacts the business over the long haul. Knowing that a trusted manufacturer has been developing the product gives you peace of mind when making such an investment."

**Above/below: The new truck and dog combination supplied by Hamelex White was pre-approved for PBS, meaning there were no delays with approval and the units were able to be driven out the gate the minute they were built.**

### What is PBS?

PBS combinations give operators the ability to carry more load on approved routes, with approved equipment which is outside the usual legal limits.





# Maxi-CUBE Carts 'The Block'



Leading van brand, Maxi-CUBE, recently made a cameo appearance on Channel Nine's reality TV series, "The Block Sky High".

The episode, which aired at 7pm on Tuesday 25th June, featured two former contestants driving billy carts out of a Maxi-CUBE van, issuing a challenge to the Sky High contestants. The two former contestants, Mike and Andrew, were last seen on the 2012 series of the show, when their South Melbourne terrace sold for a whopping \$1,400,001.01. The pair pocketed \$434,001.01 prize money between them and returned in spectacular style as they drove their two billy carts down a ramp out the back doors of the stationary Maxi-CUBE. The pair revealed that their appearance was in order to issue a challenge to the current crop of contestants - to build and race a billy cart.

While an audience of 1.191 million viewers tuned in to see the episode last night, Maxi-CUBE is certainly no stranger to the screen. The brand also appeared in the 2011 Hollywood film

"Killer Elite", starring Jason Statham, Clive Owen and Robert De Niro, in which a 1970s model Maxi-CUBE was used in a high octane action sequence shot partly on Melbourne roads.



**Top:** A Maxi-CUBE van "carted" former Block stars Mike and Andrew to meet the current crop of contestants.

**Above:** A 1970s model Maxi-CUBE had a starring role in the 2011 film, Killer Elite.

**Below:** Contestants are asked to look away as the surprise is revealed.



BOLT ON REAR BUMPER / NEW TOP RAIL DESIGN / FR  
NEW LOWER MESH PANEL / UPGRADED TOOL BOX HI  
NEW LIGHT DESIGN / FRONT PLATE UPGRADE / OPTIO  
NEW DOOR DESIGN ON DOUBLE LOADER BAR BOX / I  
UPGRADED DOOR CAM LOCKS / UPGRADE ELECTRICAL  
LED INNER LIGHTS / UPGRADED SIDE WALL CONSTRU  
UPGRADED INNER TOP PULTRUDED ANGLE / CONCEAL  
NEW DOUBLE LOADER BAR ENDS / PALLET MARKS ON  
NEW FRONT WALL FRAME / UPGRADED FLOOR CROSS  
FASTENERS FOR FIBREGLASS BULKHEAD / SERVICE AC  
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NEW SIDE WALL DESIGN / NEW ROOF DUCT / BOLT ON  
IMPROVED SERVICE LINE ACCESS / BELLY LOCKER DE  
AXLE UPGRADE / PARALLEL BEARING OPTION / BUMP  
REVERSE SENSOR OPTION / NON SLIP FLOOR OPTION  
REINFORCED FRONT WALL FOR DISTRIBUTION / REVER  
PALLET REINFORCEMENT FOR DOUBLE STACK / HEAVY  
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CAPSULE LOADS / NEW LOWER MESH PANEL / MOD  
IMPROVED UNDERDOOR KEYS / TANK WITH IN  
REINFORCED BUMPER BRACE / BOLT ON ROAD TRAIN  
NEW DOUBLE LOADER BAR ENDS / FRONT WALL BUMP  
FROM ALL DESIGNS / ROLL OVER PROTECTION FLANG  
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NEW DOOR DESIGN / HIGH TENSILE / AERO ACCESS CO  
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BATTERY CHARGING SYSTEM / UPGRADED CONTROLS  
UPGRADED CONTROL FOR CHARGE SYSTEM / ANDERS  
GREASE ACCESS PORT / REAR ROLL OVER PROTECTI  
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NEW**

**Maxi-CUBE**

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# Mario Colosimo Joins Freighter as G.M.

MaxiTRANS has appointed Mario Colosimo to the role of General Manager for its Freighter brand. The appointment comes off the back of a strong year for Freighter trailers.

"Mario joined MaxiTRANS on the 22nd July following a long and successful career within the trailer industry," said MaxiTRANS Managing Director, Michael Brockhoff. "He has a lifetime's experience in the design, manufacture and sales of trailers and trailer components, most recently holding a senior management position with a leading component supplier."

"Mario is highly regarded for his wealth of experience and will work closely with our customers, dealers and engineers to ensure that Freighter continues to deliver innovation, high payload and high resale value."

Mario's principal responsibilities will include product development, sales management and distribution of Freighter products. Speaking on his appointment, Mario said his first priority will be to meet with and listen to Freighter's customers. "While Freighter already has a well-deserved and strong reputation within the transport community, its customers are its core," he said. "I look forward to using my knowledge to enhance the Freighter product range and the ownership experience of its customers."

Mario said he will continue to maintain an ongoing involvement in regulatory development with industry associations and road authorities, as he believes this will be of great assistance in his new role. "Given the complexity of both State and Federal regulations, the growth in demand for PBS solutions and the emergence of aerodynamics as a new efficiency driver, I see maintaining a close involvement with both industry associations and the regulators as enhancing Freighter's ability to supply its customers with the optimum operational equipment."

*Above right: New Freighter General Manager, Mario Colosimo, plans to continue the brand's commitment to customer service.*





## MaxiTRANS CHANNEL

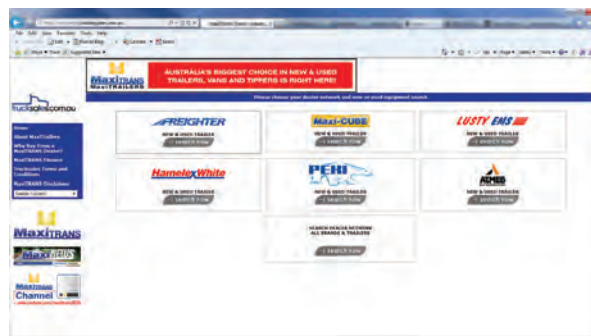
[www.youtube.com/maxitrans3030](http://www.youtube.com/maxitrans3030)



Go online to our dedicated **YouTube Channel** to view all the latest instructional and demonstration videos from leading trailer brands Freighter, Maxi-CUBE, Hamelex White, Lusty EMS and AZMEB.

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**- it's all here**



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## PHOTO FURY

When we drew the winner for the first round of our Photo Fury competition, we were so blown away by the quality of the photos that we awarded two winners! Our winners have been notified and the winning photos can be seen below. There were so many great shots, keep them coming. See below for details on how to enter.



This edition's winning photos



**Send us your  
photos to  
win a \$200  
JB Hi-Fi voucher**



**We want you to get snap happy!**

If you send us a photo of any Freighter, Maxi-CUBE, Lusty EMS, Hamelex White, AZMEB or Peki trailer you will go into the running to win the MaxiTRANS Photo Fury competition. Each quarter, the best photo will be chosen and the winner will win a \$200 JB Hi-Fi gift voucher and get their photo published in the next edition of MaxiNEWS. How good is that! One quick snap and you could be heading down to JB to pick out the latest music, movies and electronics.

**How to enter:** Simply email your photo to [marketing@maxitrans.com.au](mailto:marketing@maxitrans.com.au) with the subject line "MaxiNEWS Photo Fury" for your chance to win. Note that photos must be over 1mb to be eligible to enter and you must have the permission of the owner of the trailer (if you are not the owner) to submit the photo.\*

Visit this website to find your nearest dealer:  
**<http://www.maxitrans.com/brands/find-a-dealer/>**



*Like the trailers we build, we want our newsletter to help meet the needs of our much valued customers and everyone involved in the transport industry. If you have any feedback or would like us to focus an article on a particular product in this publication, please email [marketing@maxitrans.com.au](mailto:marketing@maxitrans.com.au). We would love to hear your thoughts and suggestions!*

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