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Cassaboo Provides "Ezi" Transportation for Plants

The progression from using a traditional curtain-sided trailer featuring buckles and straps to a B-Double featuring Freighter's innovative EziLiner curtains was as natural a decision for Cassaboo Cartage as the plants they carry.

Providing transport services along return routes including Melbourne to Sydney, Brisbane and Adelaide, Cassaboo specialises in carting a unique combination of small and advanced palms and foliage plants to major retailers across NSW, South Australia and Victoria, whilst also carting Easyrest pillows for a major retail chain to their distribution centre in Warwick QLD.

The EziLiner B-Double features an innovative design whereby vertical curtain tension is achieved through a high tensile cable that runs through a series of specially designed arcs at the bottom of the curtain. It has been specifically purchased by Cassaboo for its ability to provide significant operational efficiency per load/unload cycle and also its ease of functionality whereby the easy use of a lever to operate the curtain replaces the repetitive nature of opening and closing buckles and straps.

Cassaboo Nursery, established in 1979 by the Booth family in Wandin East, Victoria, originally specialised in the wholesaling of exotic indoor and outdoor foliage and palms to retail nurseries, garden suppliers and architects. Through the years, company directors Steve and Helen Booth have grown their specialty services to include palm installation, tree shaping and temporary storage.

As they grew a strong reputation as one of Victoria's leading exotic plant wholesalers, the increased demand for their products and subsequent demand on their freight task resulted in Cassaboo investing in its own transport equipment and in 2000, Cassaboo Cartage was established.

Steve Booth explains *"We realised that in order to continue delivering the same high levels of service to our loyal customers whilst expanding our partnerships, it was essential that we became self-sufficient in the most important areas of our business and certainly logistics became a critical component of our focus."*

Further enhancing its ease of operation, an added feature of the EziLiner B-Double combination is the "drive-through" capability whereby the lead and tag trailer can be bought together to allow a forklift to load/unload both trailers without unhitching. A flick of a switch located near the rear of the lead trailer releases the pin holding the moveable turntable allowing the truck to reverse the lead until it joins with the tag trailer. This feature is especially useful in areas whereby it is difficult for forklifts to gain side access to the trailers.

As a measure to prolong tyre life, the tag trailer also features a lift axle which automatically drops once a specified load is added to the trailer.

Starting out with a single truck and trailer, Cassaboo now operates a fleet of 4 trucks and 6 trailers to complement its rigid vehicles and delivery vans. Steve attributes this growth to the fact that customers trust their service as they are nursery people themselves, adding that *"Because of our intimate knowledge of plants and understanding how they need to be transported, all our customers feel assured and comfortable that their plants will arrive securely and in good condition."*

In expanding by adding a Freighter EziLiner to complement existing Freighter trailers in their fleet, Steve has remained true to their company philosophy of *"delivering on time, every time"* and providing customers with reliable logistics support using dependable transport solutions manufactured by Freighter.

Exemplifying pride in both their service and transport equipment, Cassaboo still operates a Freighter Flat Top trailer that has been in use a little over 30 years and is still providing the organisation with excellent service.

Victoria Area Sales Manager for Freighter, Troy Kitchen, who delivered the B-Double trailer to Steve and Helen, was delighted that Freighter and in particular, the EziLiner will contribute real efficiency at an operational level, adding that *"Over the years, Freighter has worked closely with Cassaboo to develop logistic solutions that meet their specific requirements. Understanding the importance of the service that Cassaboo Cartage provides its customers, we have no doubt the EziLiner will further enhance their reputation as being a leader in the supply of plant transportation."*

Freighter EziLiner product specifications and brochure are now available on the Freighter website and can be downloaded at www.freighter.com.au.



*Above Left: First class ride for plants and pillows in the EziLiner B-Double!
Above Right: Forklift friendly Lead and Tag Trailers providing drive through capability.*

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