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Rain or Shine, Cameron's Distribution Group Takes the Ezi Route!

Irrespective of weather conditions, beverage maker Schweppes has ensured there is a pot of "efficiency" gold at the end of every delivery drop, thanks to Cameron's Distribution Group and their purchase of three Freighter EziLiner Drop Deck trailers.

Whilst the climate was less than ideal during Freighter's delivery of the new EziLiner's to Cameron's and Schweppes, the subsequent rainbow that appeared in the afternoon was a good omen that a bright future lies ahead for these two leading organisations.

Cameron's, whose focus is to provide personalised logistics service with a commitment to provide total satisfaction to the customer, chose Freighter's EziLiner following extensive trials that included repetitive testing of the tensioning mechanism to ascertain its practicality and durability within multiple drop destinations.

Understanding that Schweppes places enormous attention on its freight delivery task, Cameron's Fleet Manager, Felix Borg, collaborated with Freighter's Simon Parker to ensure that the model was indeed the best fit for the customer.

Once the analysis and testing proved successful, Freighter engineers then designed an EziLiner Drop Deck trailer specification that would provide all the true benefits to Cameron's including: operational efficiency, increased productivity and improved occupational health and safety for the drivers who will no doubt feel much more enthusiastic towards operating and using these trailers.

Furthermore, the removal of buckles and straps from the trailer curtain has allowed Schweppes to better integrate and present its new marketing livery as part of the curtain design, giving all three trailers remarkable presence on the road and allowing Schweppes to capitalise on the valuable exposure these moving billboards provide.

Because Schweppes beverages are distributed nationally through supermarkets, restaurants, sporting arenas and a host of other venues and outlets, the Drop Deck EziLiner was identified for its ability to suit all these different operational environments whilst improving and maintaining consistent efficiency for load/unload cycle times.

Felix acknowledged that it was a logical decision to select a drop deck EziLiner rather than a straight deck, adding *"We chose to apply the EziLiner technology to the drop deck as it will allow us to optimise load capacity and configure the deck space to meet Schweppes' requirements and various beverage bottle sizes on any given delivery run, ensuring customers across Australia never run out of their favourite Schweppes drink."*

On the day the EziLinners were brought through the boom gates at Schweppes' Tullamarine manufacturing facility, Felix was also pleasantly surprised at how well Freighter was able to meet Cameron's expectations, commenting that, *"Beneath the eye-catching curtain images is a really smart and sophisticated trailer unit that will give both our fleet and Schweppes a competitive advantage in the delivery of beverages from production facilities to distribution warehouses everywhere. The incorporation of such innovative products into our fleet reaffirms our role and commitment to the Schweppes business and our understanding that we play an important role to ensure all logistics equipment is well maintained and that we continue to exceed customer expectations."*

For Cameron's drivers, the introduction of the EziLiner to provide vertical curtain tension is a welcome addition. The simple use of a lever to provide automated vertical tension has made it easier and faster to operate and avoid the repetitive nature of opening and closing buckles and straps.

Cameron's operates and manages permanent route and distribution fleets for some of Australia's largest manufacturers and importers. It was important for this particular project that Freighter ensured it fully researched the possible transport solution options that would not only assist Cameron's focus on continual improvement in operational and logistics efficiency, but allow them to ensure that the right fleet numbers and vehicle configurations are achieved for the customer.

Freighter's Simon Parker, who oversaw the project, was always positive of a result that would meet the requirements set, announcing during the handover that *"I was always confident that Freighter's unique EziLiner could provide unmatched operational benefits to Cameron's."*

This project has further demonstrated the flexibility of Freighter and Cameron's, to provide customised road transport solutions that achieve value-added results through the provision of expert advice and service.

From the attached photos, it has also been demonstrated that Freighter is prepared to also deliver new trailers to their customer at any time, regardless of the weather.

Further information and details regarding the patent protected EziLiner and other Freighter products can be found at www.freighter.com.au.



ABOVE: Not even the Weather Gods could cloud the appearance of these new EziLiners for Cameron's!

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