



MaxiTRANS Australia Pty Ltd

**346 Boundary Road
Derrimut Victoria 3030**

Telephone (03) 8368 1177

Facsimile (03) 8368 1178

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Wettenhalls Roll Out the Red Carpet Service for Godfrey Hirst

With a rich and proud history providing specialised logistic services to Australian companies for over 80 years, Wettenhalls recently rolled out their red carpet service to Godfrey Hirst, who themselves are well known for manufacturing and rolling out some of the world's finest carpets to Australian households.

Looking to enhance their schedule efficiency and reduce the costs associated with the movement of carpet rolls from their Laverton warehouse in Victoria to their distribution outlet in Smeaton Grange, New South Wales, Godfrey Hirst contracted Wettenhalls to provide them with their transport requirements and support.

Having a strong understanding of the Australian road landscape, as well as relationships with a number of transport equipment manufacturers, Wettenhall's Regional Development Manager, Chris Broad turned to Freighter and Victorian Area Sales Manager, Heath Menhennet, to develop an appropriate T-Liner specification for the application.

The final six Freighter B-Double T-Liners manufactured for this project may appear to be standard curtain-sided configurations, however, within the curtains, a few additional components have been included to ensure the transport of carpet rolls is carried out as safely and as efficiently as possible.

Firstly, in addition to the standard gates that provide sideway load restraint, there have been five unique carpet sliding posts included on either side of the trailer to accommodate the carpet lengths and also the height at which the carpet will be loaded.

For those not familiar with carpet dimensions, the nominal standard width of broadloom carpet is 3.66 metres, much wider than your standard pallet size that is commonly used for general freight.

With each B-Double trailer set capable of being loaded with up to 108 carpet rolls, equating to approximately 2.5 kilometres of carpet, it was also important that the roof of each lead and tag trailer was equipped with smooth plywood which ensured that

carpet rolls would not get caught on the roof truss as the forklift loaded/unloaded the rolls closest to the roof.

Chris was suitably impressed the day he took delivery of the first B-Double set, remarking that, *"Everything has run smoothly, from the specification planning stage, through to manufacture and final delivery. We knew Freighter had the proven build experience and finished quality to meet both ours and Godfrey Hirst's expectations."*

"Even when we needed to make a couple minor adjustments, Heath was very professional and helpful and they were able to keep everything on schedule", Chris added.

With the trailers earmarked to travel back and forward along the Hume Highway, five days a week, the curtains also provide an ideal canvas for brand promotion, which Godfrey Hirst has taken full advantage of, thus improving the effectiveness of these moving billboards.

Founded in 1925 as Amezdroz and Menzies, the Wettenhalls Group is now one of Australia's leading national providers of fully integrated 'end to end' logistics services. The Group began in Colac, in the western region of Victoria, with one customer (Regal Cream, now Bulla Dairy Foods), one truck and one man.

Today, the Company spans the entire country serving numerous industries including; food and beverage, heavy industrial construction, hardware, FMCG and many more, utilising a network of 14 sites with a fleet that includes 180 trucks, over 300 trailers and a workforce of over 500 people.

Interestingly, between Freighter (over 60 years), Wettenhalls (over 80 years) and Godfrey Hirst (over 150 years), there is over 290 collective years experience in their respective fields, thus a lot of knowledge was shared in the execution of this project.

So whilst this particular contract and the six Freighter B-Double trailers won't necessarily feature in either company's major milestones, it does represent what can be achieved when an opportunity is pursued through a collaborative effort with a focus on a quality solution that meets unique requirements.

-ENDS-

Images overleaf ->



Above: The first of the Wettenhalls – Godfrey Hirst Freightler B-Double trailers outside Godfrey Hirst’s Melbourne Logistics warehouse in Laverton, Victoria.



Above Left: The unique carpet sliding posts and plywood roof included on either side of the trailer. Above Right: Getting loaded at the dock!



From left: Freightler’s Heath Menhennet with Godfrey Hirst’s Melbourne Logistics Manager, Keith Shepherd and Wettenhalls’ Regional Development Manager, Chris Broad

Further information contact:

Rod Cunningham

MaxiTRANS Australia Pty Ltd

Tel: 03 8368 1171

Mob: 0419 755 363

Email: rod.cunningham@maxitrans.com.au

Jozef Horvat

MaxiTRANS Australia Pty Ltd

Tel: 03 8368 1117

Mob: 0409 501 443

Email: jozef.horvat@maxitrans.com.au