

# TRANS ALLOY

## HAPPY NEW (financial) YEAR!! - A Little Review/Preview of Our Auto Industry



Its that time of the year again. Printers are running hot printing group certificates, statements and reprints of invoices needed for the dreaded tax man! Businesses are running around trying to get last minute expenditures in, balance books & wind up the last of their overdue receivables, and school kids with casual jobs are impatiently waiting for their certificates so they can go & claim their \$85 tax returns!!

The 2010/2011 financial year took a hit towards the end with all that went on, but it is looking like the 2011/2012 period might be looking up with some vehicle production factories back up and running a lot quicker than was first thought. Projections were for a massive

order influx around November/December 2011 but it's now thought to be as early as September/October.

Toyota dominated as market leaders in 2010/2011, with Holden following a distant second, but they still managed to take out the title of Australia's top selling model for the 15th year in a row with their Holden Commodore.

Locally produced vehicles sold on the Australian market last year were only 14%, which is quite a drop considering the mid-90's came in at 50%! But things won't be changing there anytime soon.

The long term future of the Australian automotive industry is said to be resting on the successful export

programs, and the strong Aussie dollar, it seems, has made it challenging for exporters in recent times but has helped our importers, making our market one of the most open and competitive in the world.

As unstable and/or uncertain as this, or any other industry can be, it looks like the financial year ahead will be much more rewarding than the last with vehicle manufacturers getting back up on their feet, the release of new models across most makes, and the Governments proposed implementation of a "\$5000 instant asset write-off" to small businesses for things such vehicle purchases.

So all the best to you all, for a rewarding New Year!!

## Marketing Adventures — EOFY Special (ON NOW!!)



This month we decided to dip deep down into the pockets of Transalloy again to try to help you save \$\$\$ and get the those sales through the door before the end of the financial year!

Of course we did admit,

it is not all self-less...getting a better deal for you means increased business for us, and if you're happy, then we're happy too.

And so far the response has been fantastic!

The offer ends on the 30th of June (order in-

take cut off 24th of June) so we are looking forward to seeing the response we've received in the first week of our EOFY Special mimicked throughout June!!

**Fingers Crossed!!**



## Did You Know...

### 30 years ago:

The Queen officially welcomed Princess Diana into the Royal family!!



David Dickman went from being a Transalloy employee, to being its Owner!!



## FEATURE PRODUCT — New General Duty Side Step

Check out our new, permanent inclusion for all General Duty alloy trays!!

The new general duty side step is made as a continuation of the rope rail tube. There are no cuts or joins, just two bends to give the drop required to make the step.

Because its made this way rather than using joins, it has great integrity & strength as would be required

& expected from a step.

OH&S requirements are fast becoming a huge part of decision making when it comes to tradesman purchasing vehicles with Aluminium bodies on the back and this is one less thing they have to worry about.

The step offers quick, easy access up onto the back of the tray, is suitable for all dual & king/space

cab vehicles, looks great and best of all—doesn't cost any extra!!

**Transalloy—Solutions in Transport Design!! :)**



**General Duty Side Step**—the step is a continuation of the rope rail so it strong, reliable, effective & is now a permanent feature

## The Directors Say...

Transalloy has been in business since 1977. A lot of things have changed over the years—the company's logo, the company's colours, our location, its owners & employees ..... and of course—our trays! There have been a lot of mitigating circumstances for

these changes, the ever evolving design of aluminium extrusions, "lessons learnt" from theoretical designs that have been implemented, the desire to keep a "fresh" appearance, design changes to vehicles & the ever changing needs of the end user.

So come take a step back in time with us by checking out our one-off Page 3 special edition "Transalloy—From The Beginning".....Encapsulating our 34 year history in still shots!

## Keeping You Informed....

**Quality Ratchet Straps**

**1" \$12.50 each**

**2" \$21.50 each**



Find Us On **Facebook**  
Under **Transalloy Pty Ltd**

Queen's Birthday **LONG WEEKEND** is **Fast Approaching!!**  
**Monday June 13th**

Visit Us At  
[www.transalloy.com.au](http://www.transalloy.com.au)

(Transalloy will be **CLOSED**)

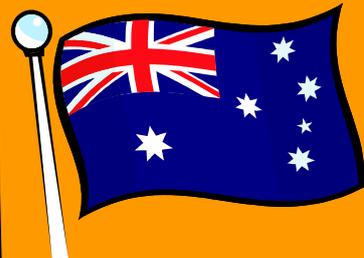


### CONTACT US:

9 Memorial Avenue  
PO Box 905  
Ingleburn NSW 2565

Phone: 02-9618 7005  
Fax: 02-9618 6880  
E-mail:  
[marie@transalloy.com.au](mailto:marie@transalloy.com.au)

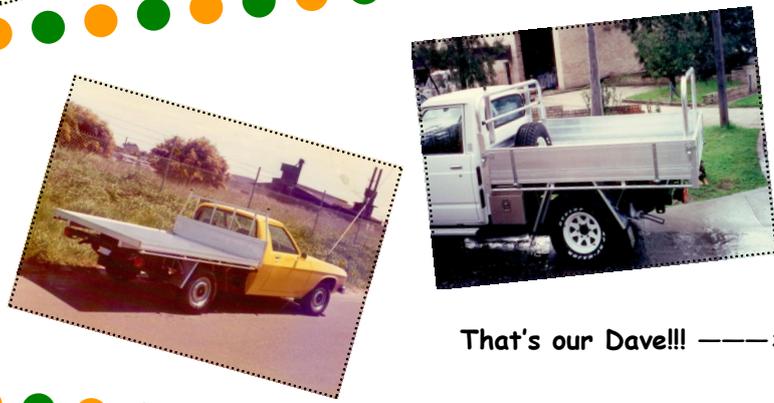
Solutions In Transport Design.



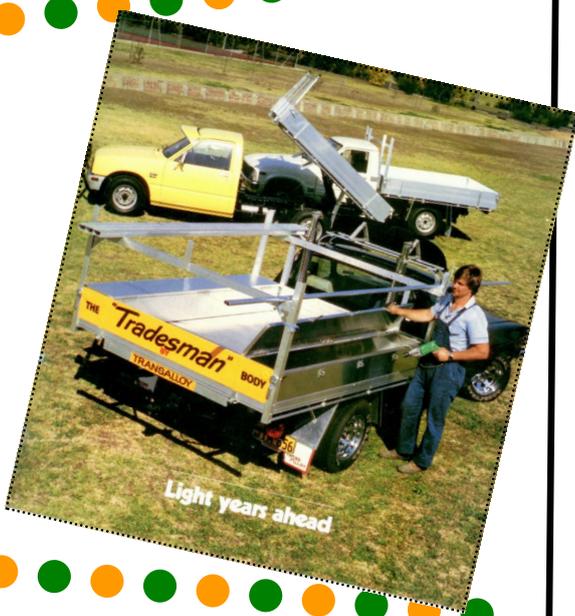
100% Australian Owned,  
Operated & Manufactured

# TRANSALLOY

# TRANSALLOY—From The Beginning...



That's our Dave!!! ———>



*100% Australian Owned, Operated & Manufactured—from the beginning*