

# TRANS ALLOY

## HELP US



## HELP YOU!



2011/2012 is going to be a great year!

As always, one of our main aims will be to provide the support our customers require to help them get their deals across the line, ensuring we are always up to date with the ever changing requirements to do so.

Every customer is different, and every salesperson has a different way of handling their customers. They know what they need to provide or offer their client to help them win the deal. And you all have similar, but varied, requirements as to what you need from us to help you execute it all.

.....Which brings us to the

point—*Help us, Help you!*



The best way for us to keep up to speed with the needs & requirements of our customers is to simply ask—what do you want or need from us?

Attached in the email, along with this newsletter, is our very first Customer Survey. **Don't worry, it's quick, painless & is not a regular accompaniment! :)**

Our hope is that by getting a variance of opinions from you all from time to time, we can learn a lot

more about where to best direct our future "Marketing Adventures" with appropriate offers and target flyers, at appropriate times of the year.

And also to help us learn of things we may be doing that we think will help, but really won't!

So if you could, please take a minute or two out of your day—as busy as it is—to fill out our little survey and email it back to us. It's created for your benefit & we'd truly appreciate your help :)



## Marketing Adventures—Success with 2GB, Specials & Face Time

6 months ago, Transalloy decided to step up our marketing game in a bid to overcome some of the blows our industry had endured, and finish the financial year off in a better direction than it looked like it was possibly headed.

Constant advertising with 2GB, the offering of some generous specials from Dave,

and an increase in sales visits all seem to have contributed to allowing Transalloy to pick up production & finish the year satisfactorily.

Our latest EOFY Dealer Special (no doubt mixed a little with the looming appearance of Mr. Taxman), seemed to be very successful and encouraged a fair increase in order intakes, especially

within it's last 2 weeks of its validity, which was great to see.

Seeing the positive affects from the increased marketing drive is very encouraging and as the old saying goes, if it's not broken, don't fix it! So keep your eye's peeled for our next marketing drive, and your ears open for us on 2GB!! :)

## In This Issue

1. Help Us, Help You!

## Regular Features

Marketing Adventures

Feature Product

Directors Say

Keeping You Informed

## Did You Know...

You're more likely to be killed by a champagne cork



than by a poisonous spider!!



## FEATURE PRODUCT—Built In Sideboard Tie Points

The newest addition to Transalloy's ever expanding accessories range is the strong & sturdy, Built-In Sideboard Tie Point section.

This innovative design uses 20mm (I.D.) solid steel, spring-backed eyelets that can be easily maneuvered up & down the sides simply by turning the eyelet to loosen it off, then sliding along to the preferred location in the sideboard section.

The 105mm "clip in" section, slides

securely into the bottom of our heavy duty sideboard providing a sturdy reinforcement and has the same outside profile to keep it looking smart.

It minimizes stress placed on sides caused by tying over the top, eliminates the need for a gap under the boards & provides full use of your floor space by quashing the need for recessed floor tie downs.

A handy accessory for any trade!



**Built-in Sideboard Tie Points**—Move the 20mm (I.D.) eyelets anywhere along the sideboard. With a W.L.L. of 400kg you know your load will remain safe & secure!

## The Directors Say....

The industry has endured it's fair share of hardship over the last year, prompting a strong push in our marketing to help not only our sales, but to also strengthen existing relationships with our customers, as well as forge new ones.

And to date, it seems we've been successful.

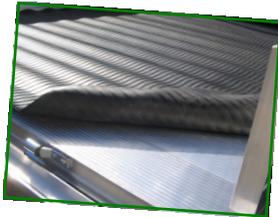
The injection of new & exciting accessories to our range, the development & continuation of our newsletter, frequent special offers & the release of multiple new vehicle models, will all

play a role in making the year ahead a much more productive & rewarding one.

And as always, our main priority will remain focused on ensuring you get the best quality & value from any product we provide.

## Keeping You Informed....

**3/5mm Ribbed Rubber Mats**  
**\$175.00 each**  
 (up to 2700mm long)



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

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 Under Transalloy Pty Ltd

TRANSALLOY WILL BE



Monday 1st August 2011

For

BANK HOLIDAY

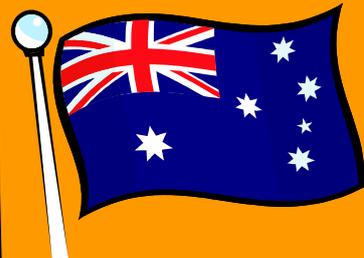


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