

# TRANSALLOY



## Newsletter

### Did You Know...

*Tug of War was once an Olympic sport?*

*It was one of the main events in the Track & Field category from 1900—1920, making it's last appearance at the Antwerp Games.*

### INSIDE THIS ISSUE:

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### REGULAR FEATURES:

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### THE MELBOURNE TRUCK SHOW

This year, Transalloy was lucky enough to have multiple bodies on display over various vehicle makes & models at the **Melbourne Truck Show**, so our trusty Director, Dave Dickman, took a trip down to check it out & see how we stood up to the competition. Here's his take on all things trucks, trays & trade shows....

"Transalloy was certainly very well represented at The Melbourne Truck Show this year. Our high quality product was able to be seen on multiple bodies with one being showcased at the JAC stand sporting various popular accessories, and another two bodies with completely different yet still very popular set ups being held on display over in Hino's bay.

It was certainly a very proud moment for Transalloy.

Of course, it was not hard to spy a couple of competitor bodies either, but to see how well our product stood up in comparison was very uplifting.

Being at the truck show this year not only gave me the opportunity to catch up with many of our customers & build on our existing strong relationships, but to also hone in on a few more light commercial vehicle distributors—such as Iveco, Isuzu & the likes—with the intent of building a even more new & exciting relationships for Transalloy to thrive with.

All in all it was a very busy,

yet extremely quick two days full of trucks, customers, suppliers, trucks, competitors, new friends, potential new customers and...trucks... that left us very excited & bright eyed about Transalloy's future prospects.

Hopefully next year will see us with even more bodies on display across a wider range of vehicle's again."

Regards,  
Dave

*Have a Happy Easter!!*

*The Team at Transalloy*

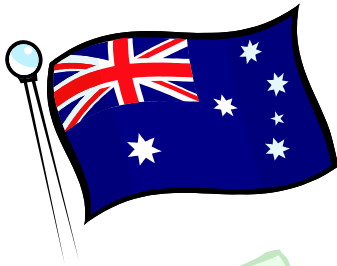
### MARKETING ADVENTURES—A YEAR OF GIVING!!

This year Transalloy wants to give back to you! We'll be offering more specials, on a more frequent basis. The promotions will all be aimed at dealerships, with the hope of helping get more deals across the line in light of the ongoing issues that are affecting vehicle arrivals & production. Over the last year or

two we've run an array of offers and surveys, helping us better understand what you & your customers want, and we now have a solid understanding of what that is. So far this year we've already offered two great incentives, both generating a pleasing response from you all, and have another two more

on the boil (one of which is detailed over the page). But we're always looking for innovative & helpful ideas that you will benefit from so if there are more ideas or new changes in end user requirements that we can help you with—we're just a phone call or email away!!





**100% Australian  
Owned, Operated &  
Manufactured**

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**KEEPING YOU  
INFORMED**



### ***Small Commercial's Special***

It's a quiet time for most small commercial dealerships out there, still feeling the affects of delayed delivery times following the 2011 natural disaster in Japan. So to help move some of those cab/chassis's, we're putting on a Small Commercial's Special for the month of April. Purchase one of our **General Duty** aluminium tray's to suit a single cab/chassis utility (2400—2750mm x 1880mm) during April, and we will fit **2 x 50mm Intergrated Side Steps** at no additional cost!! Side steps are fast becoming a much requested addition to any tray purchase, they provide easy access into the back of the tray & are an important feature for the OH&S minded business. So call & order your tray today—remember, this is only available in April, only on our General Duty tray's, and is not available with any other discount.



**EASTER  
PUBLIC HOLIDAY DATES**

Easter Friday—6th April 2012  
Easter Monday—9th April 2012

Transalloy Will Be **CLOSED**  
On Both Of These Dates

**ANZAC DAY  
"Lest We Forget"**

25th April 2012

Transalloy Will Be **Closed**  
For Remembrance Day

**QUEENS BIRTHDAY**

11th June 2012

Transalloy Will Be  
**Closed** For The  
Public Holiday



### **FEATURE PRODUCT— HEAVY DUTY TRUCK TRAYS**

Our Heavy Duty Aluminium truck trays are designed with the tradesman in mind, and incorporate many useful & unique features.

Starting at 10' (3005mm) in length, they are built using a heavy duty aluminium floor with the capability to carry a 4-tonne, equally distributed load, and weighing approximately 3 times **LESS** than a steel tray of the same design.

The headboard's are constructed using 65mm pipe with a 4mm wall thickness. The pipe is integrated down into our sturdy, fully enclosed outer uprights & has full height inner upright strengtheners.

Giving it even more strength is the addition of our 65mm integrated side steps—a standard feature on these bodies—which feed up into the bottom of outer uprights. The steps are then clad with our side-step tread plate, giving them a wider step surface with more grip and allowing easy access up & over our sturdy 260mm drop sides.



The heavy duty sides are fastened using heavy duty locks & hinges, and sit proudly atop the floor's 30mm coaming lip (option for flush available), giving a 290mm internal height from the

deck.

The trays are finished off with continuous rope rail on both sides, 40mm in diameter, and the brackets drop deep enough to house a steel cap boot offering ease of access at any point on the tray as well as a strong tie point for your load.

All these key features, coupled with outstanding extras—such as removable racks & a variety of toolboxes—make it the perfect, tradesman's tray!

