

TRANSALLOY



Newsletter

Quote of the Day...

Breathe.

It's just a bad day.

Not a bad life.

~ Anonymous ~

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Don't Be Fooled

EOFY—We're Prepared

REGULAR FEATURES:

Marketing Adventures

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Keeping You Informed

DON'T BE FOOLED—BEWARE OF CHEAP IMPORTS!

It's rapidly becoming tougher for some body builders out there to continue to offer a good, quality product, at a comparative price within the current market.

Because of this, we are seeing some body builders making the decision to outsource their aluminium bodies, instead importing them by the container load from China.

While this does give them the opportunity to offer what would seem to be extremely competitive pricing, it may also cost you a lot more in the long run.

While some of these bodies may look fine at a glance, China is not guided by the same manufacturing standards as Australia when it comes to the characteristics of the materials

used.

The grade of the aluminium extruded in China is a lesser quality than that required by Australian manufacturing standards for material extruded here.

The construction of these trays, the strength of its hardware, and of some of their mounting systems—while not obvious to the untrained eye—are almost frighteningly sub-standard in quality.

It's for this reason that, even though we are aware of offers being thrown out to "better any price quoted", Transalloy will not be entering heavily into this battle at all.

While offers such as the one mentioned can seem appealing, it is important that people are aware of what they are getting for their money—and why they are

getting it so cheaply.

Transalloy prides ourselves on producing a top quality Australian manufactured product, at an already competitive price—even in comparison to some of these imported trays.

We also pride ourselves on price stability. Our price base is not subject to constant change or increase with our last increase being in 2007 even with quality improvements.

For these reasons we choose not to put ourselves in a bargaining war that may threaten the reputable quality of our product..and business.

Remember, an informed decision, is a good decision! :)

The Team at Transalloy

MARKETING ADVENTURES—KICKING GOALS ON AIR

Transalloy has had some fun with this last quarters marketing campaign, this time joining forces with the Austereo Network and advertising on the Triple M networks footy shows & live broadcasts.

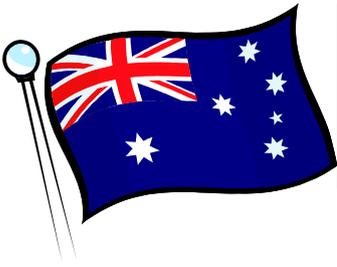
The positive feedback is—as always—a very welcome & encouraging result.

The prime time on air advertising lead to a greatly anticipated expansion to the demographic our marketing strategies are always aimed at.

And who can say they're not happy when the goals they set out to achieve are so easily converted into a reality?

Our next marketing adventure will be kept under wraps for a little while longer, but what we can say, is we're definitely excited! So keep your eye's peeled & watch this space!





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

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EOFY—We're Prepared...

The end of financial year is fast approaching, but here at Transalloy we're prepared!

Our A-frame & shelves are stocked with quality Australian extrusions, our bays are filled with all the tools the boys need to manufacture your trays and the sales team have their pens at the ready.

Remember, turn around dates vary depending on the size of the job, accessories that may need to be ordered & the availability of your vehicles and booking slots always fill up fast around this time of the year— so what's our advice to you???....



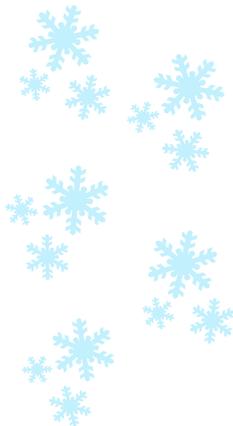
**KEEPING YOU
INFORMED**



GET YOUR ORDERS IN EARLY!!



QUEENS BIRTHDAY
11th June 2012
Transalloy Will Be
Closed For The
Public Holiday

BANK HOLIDAY
6th August 2012
Transalloy Will Be
Closed For The
MTA Picnic Day




FEATURE PRODUCT— REAR RACK SYSTEMS

Most tradies have a lot to carry in their trays—tools, materials, eskies, ladders, the list goes on. So with a quality removable rear rack system they can get the most potential out of their tray possible.



rated to carry **150kg** across the rear rack & headboard—the same rating offered by the majority of our competitors on their racks—and

right) are generally rated at **300kg** across a two rack system, and **350kg** across a three rack system.



Transalloy has designed a rear rack to suit each of our tray bodies—all of which have been engineer tested and designed to comply with RTA standards.

comes with flush mount pockets providing full use of the floor when the rack is not in use.

From here, we pick up the edge on most of our competitors...

We can also manufacture front racks off airbag compliant nudge bars (top left) on utes to support the longer lengths, and avoid contact with the cabin roof.



Our 50mm rear rack, manufactured to suit our general duty Ute tray (pictured bottom right), is

Our 65mm rear rack for heavy duty UTE trays (bottom left) are rated to carry **200kg** across the two racks, and our reinforced 65mm racks for heavy duty TRUCK trays (top



So whether your customer is a tradie, courier, our just wants the option of carrying up top, give us a call & see what we can do for you!