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Issue # 1

1st April 2011

TRANS  
ALLOY

## KEEPING YOU INFORMED With Our Monthly Newsletter

Welcome to our new, monthly newsletter!

Designed to keep you up to date & informed on all our latest specials, fundraisers, changes or additions to our products & range and much, much more.

We will also be keeping you up to date with any of the latest industry information we hear about & any other relevant information that comes our way.

Each issue will include a section from the director, giving you his view on what the past few weeks has held, and what the future is looking to hold here at Transalloy.

There will be a regular "Did You Know" section that will hold little snippets of relevant facts, figures & helpful hints, and we will also be showcasing a different product from our range every month to keep you in the loop & well informed on the prod-

ucts we offer—making it easier to make that sale & answer your Customers questions (but of course, we will still be on hand to take your calls with any enquiries you may have).

So take a well deserved 5 minutes for yourself to sit down, have a read & maybe even learn something new & interesting.

Happy Reading from the Team at Transalloy!!

## Marketing Adventures

One of Transalloy's main areas of focus in 2011 so far has been advertising & marketing.

Last year we trialed radio advertising with great success so this year we'll be continuing with this adventure on a more regular basis, ad-

vertising weekly with 2GB's Continuous Call Team who are celebrating *25 years on air!*

There will be monthly updates on the advertisements to keep you up-to-date with all our fresh new ideas, modifications to our products & additions to our ac-

cessories range.

Speaking of which, check out one of the latest additions to our accessories range that we are featuring in this edition!

And don't forget to listen out for us on **2GB's Continuous Call team!** :)

## In This Issue

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## Regular Features

Feature Product

Directors Say  
\*\*Coming Soon\*\*

## Did You Know...

There are now new laws in affect regarding the visibility of number plates?

Go to the RTA's website and click on "Registration" then "Downloads" for more information!

## FEATURE PRODUCT—Side Step Tread Plate!!

The newest & most exciting addition to our product range is the development of the *Side Step Tread Plate*!!

This simple, but very effective addition provides a safer footing surface when fitted to our steps.

It has non-slip ribs on the top & provides a wider, flatter footing surface—without looking chunky. And it looks much better than the black tape you see making its way around!

It is manufactured to fit snugly around Transalloy's 50 & 65mm steps and bolts on easily with just two tap-tight screws—any one can do it!!

OH&S is a major factor when it comes to the workplace & this little beauty covers all an employers concerns—it really will sell itself.

Our *Side Step Tread Plates* can be purchased anodized in a range of colour's to suit your company logo, or look just as great in its original alloy finish.

The *Side Step Tread Plate* will be available as an accessory to your tray orders at surprisingly low cost, or you'll be able to purchase them over the counter as a set (2 pieces) with the suitable bolts included.

It's amazing how something so little, can make such a big impact ... and like we've already said, this thing, will sell itself!!



The Side Step Tread Plate bolts on easily & provides a much safer & more functional step surface for your work vehicle. It is designed to suit the 50 & 65mm steps snugly and looks great!

## The Directors Say...coming soon!!

**DON'T FORGET ABOUT OUR  
EASTER SPECIALS!!!**

**Call us today for more  
information!!**

**02-9618 7005**

**Visit Us At  
www.transalloy.com.au**

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

**Easter long weekend is fast  
approaching:**

**Good Friday—22.04.2011**

**ANZAC Day—Monday 25.04.2011**

**Easter Monday—Tuesday 26.04.2011**

**Transalloy will be closed from  
4pm, 21.04.2011—7.30am 27.04.2011**

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