

# TRANS ALLOY

## Feeling The Affects—Floods, Quakes, Tsunami's & New Model Production Halts

It's been a rough start to the year for some people with natural disasters spanning across the globe having a devastating affect on their lives.

The affects of these disasters have also been felt across various industries, Australia wide.

In our own back yard, the floods that ravaged parts of Queensland in December & January had a snowball affect on the supply of aluminium from company to company, across the nation. Stemming initially from Boyne Smelters Ltd having been cut off from it's delivery ports, it followed through to local aluminium suppliers & on to body builders around Australia.

For Transalloy, this resulted in delays in the proposed turn-around times of trays to our customers, who were very understanding. Luckily, things started to pick up quickly & delivery times came back on track.

February saw a devastating earthquake hit Christchurch, followed a mere 17 days later by a horrific quake & tsunami in North-eastern Japan that would affect the vehicle industry world.

It saw temporary factory closures, power-shortages & damage to factories for many vehicle manufacturing companies, causing major disruptions to supply chains. Production in one

manufacturing plant plummeted by a massive 63% compared to earlier in the year and have not only disrupted vehicle builds, but parts supply to dealerships as well.

This decline, coupled with the forth-coming vehicle remodeling that a lot of manufacturers will be conducting this year, has caused massive delays in the availability of vehicles world-wide and will undoubtedly stretch through to August or September for some.

So unfortunately it seems it'll be a slow few months for some but hang in there guys, we'll be on hand to try & help you secure whatever you can.

## Marketing Adventures — Aprils Easter Special



Easter has been & gone, no doubt leaving a bevy of sugar rushes & extra kilo's in it's wake!!

It's always a tempting time of the year to indulge that little bit more when it comes to sweet treats & sugary buns, so Transalloy decided to offer up a

sweet temptation of our own—by way of an Easter Specials Flyer!

We offered you a deliciously generous discount on your tray purchases to help reel your customers in, and it seems we hit the right spot!! We had a fantastic response to the promotion so decided to

extend it out until the end of the month, and with a response like that, how can you not run it again??

So keep an eye on your emails as there will be soon!!

....Our boss just doesn't know it yet... ;)



### In This Issue

1. Feeling The Affects

### Regular Features

Marketing Adventures

Feature Product

Directors Say

Keeping You Informed

### Did You Know...

Transalloy P/L is  
100% Australian  
Owned,  
Operated &  
**Manufactured!!!**

So you *know* you're  
getting a  
Quality Australian  
tray body!!

Buy Australian,  
Support

## FEATURE PRODUCT — 2" Ratchet Straps

Our quality 2" Ratchet straps are just what's needed for securing any type of load.

Particularly suitable for truck loads but also great for couriers & tradesman using a Ute, the ample **10m long** strap is 50mm in width and woven 4mm thick, giving it a massive 2500kg load restraint capacity!!

And with a breaking strength of

5000kg, you know it's going to do the job.

The hooks are made strong, forged from 9mm solid steel rods and zinc-plated gold to finish, you can see just by looking at them how tough they are...and much more reliable than the plastic one's!!

The heavy duty zinc-plated steel handle has a rubber hand-grip for comfort and an easy, quick release

tongue for when you're done.

So what are you waiting for??  
**HURRY! While Stocks Last!!**



**2" RATCHET STRAPS**—10m x 50mm Quality Strap, 2,500kg Load Restraint Capacity, 5,000kg Breaking Strength

## The Directors Say....

This is the second of our ongoing monthly newsletters designed to keep you informed, or just to fill in some time. I have been pleased with the efforts of my team to keep our standards high & innovations frequent.

**Beware of cheap imports** not manufactured with the local user in mind, using inferior tempered alloys that contravene the original standards engineered into aluminium trays. And who will repair these imports when the

time comes?? We are determined to keep our product Australian & need your support, so be assured it is our intention to support you in your sales! (like with the sale I don't know about!)

## Keeping You Informed....

**Side Step Tread Plates**

**Only \$40.00/Set**

(RRP: \$55.00/Set)

Due in store mid-May, 2011



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

Your Mum Would Never  
Forget Your Birthday,  
So Don't Forget HER  
This Mothers Day! :) 

**Sunday 8th May 2011**

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### 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)

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