



Cool runner

MELBOURNE-BASED BOUTIQUE TRAILER MANUFACTURER, **GRAYSTAR**, HAS JUST ADDED A NEW STRING TO ITS BOW – REFRIGERATED RIGID BODIES. AND, THE NEW MODEL RANGE WILL OFFER ALL THE ADVANTAGES GRAYSTAR'S SEMI-TRAILERS ARE ALREADY RENOWNED FOR.

When it comes to trailer design, Graystar's managing director, David Gray, doesn't hide the fact that he is passionate about the simple joy a good piece of craftsmanship can create. "I live and breathe trailer technology, and I know exactly what I want," says David, who has over 30 years experience in the commercial road transport industry.

It is this unapologetic personal ethos that translates so seamlessly into his Melbourne-based trailer manufacturing company. David is a man who knows what he wants out of a trailer, and luckily, it also happens to be exactly what his customers demand – even when times are tough.

"Last year was a very interesting year as people were still hesitant to spend money on new equipment but we were increasing in every part of the business," he says. "We were even approached by a client to build rigid freezer bodies – an avenue we hadn't ventured down until then."

David was brought up building rigid bodies and is a qualified vehicle body maker, so there was little transition to be had when he decided to venture into the truck body market. "The freezer bodies we build are equal in quality to our semi-trailers," David says. "A rigid body, in reality, is not that much different to box trailer."

While David welcomes business growth, 'freezer body maker' won't be added to Graystar's repertoire half-heartedly. And besides, David is happy for the industry's grapevine to do the marketing work. "We have had numerous enquiries from companies about the supply of rigid bodies, which is great as it also gives us the opportunity to trial our own flat aluminum distribution floor," he says. "We designed and produced the floor ourselves because we were not confident that any others available in the market were up to the standard that we require."

To ensure his customers receive the highest

quality trailer, David insists on only working with the very best suppliers in the business – Narva, for instance, fits out each trailer with premium lighting gear. And, although 2011 has been a demanding year for Australia's commercial road transport industry, David is already looking forward to an exciting year 2012.

For now, however, David's focus remains on ensuring each of Graystar's clients, new and old, receive the attention and service they deserve. "I place value on personal contact, and don't want to lose touch with my clientele. I want to speak face-to-face with them about design equipment that will improve their operation's efficiency."

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