



Innovation on demand

REDRAWING THE BOUNDARIES OF TRAILER TECHNOLOGY HAS ALWAYS BEEN A TOP PRIORITY ON DAVID GRAY'S AGENDA, AND WITH OPERATING COSTS CONTINUING TO RISE, CREATIVE SOLUTIONS TO INCREASE EFFICIENCY HAVE BECOME EVEN MORE IMPORTANT. TO TAKE ADVANTAGE OF DAVID'S DEDICATION, **GIOFRELLA REFRIGERATED TRANSPORT** ORDERED A B-DOUBLE COMBINATION BUILT TO OUTPERFORM A CONVENTIONAL SOLUTION.

In need of two new 12-22 pallet B-double combinations to manage the ever-increasing workload, Rocky Giofrelle approached Graystar Trailers in January. Being managing director of a thriving refrigerated transport business, a family owned farm, and a fruit wholesale business operating out of Sydney's Flemington Markets, Rocky Giofrelle doesn't accept subprime material.

"We have been acquaintances for almost fifteen years and I know that Rocky does not want a second-rate solution," says David Gray, managing director of the eponymous manufacturing company. "Rocky knew that Graystar would provide trailers to the standard that he required. He is very particular about the company's equipment and almost fanatical about the fleet's presentation."

And as David Gray is involved in the production process, he personally guarantees premium quality. "Our product may not be the cheapest, but it is undoubtedly one of the

best," he says, knowing that Graystar Trailers' clientele appreciate talking to an industry expert with hands-on experience.

The new 12-22 pallet B-double combinations do not go overboard with accessories, "yet they are quite smart," says David Gray. "Even though a large amount of Giofrelle's work is produce, both trailers comply with full freezer specifications and are capable of handling frozen goods transport with ease."

Due to the superior insulation Graystar Trailer's wall panels provide, trailers can be constructed according to full freezer specifications and still comfortably fit two pallets of produce side by side.

"Due to the extra insulation of the full freezer specification the refrigeration unit has to do less work as compared with a conventional chiller van, resulting in less operating costs." Sourcing quality material is a key issue, David says. "At the end of the day, superior material will reduce the clients' cost instead of increasing it. As a result, we decided to

use high-quality Italian laminate to produce fibreglass sandwich panels that will defy competition."

The improved thermal qualities characterising Graystar's custom designed refrigerated vehicles also assist in saving fuel and reducing Greenhouse gases. "We are aiming at a constant reduction of carbon emission," David says, encouraging transport companies to invest in the development of low emission technology and proceed to replace existing equipment with environmentally sound vehicles. "And the ability to more consistently monitor the internal temperature of the trailer also helps to prevent possible damage to the load." 

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