



Keeping busy

WHILE QUANTUM LEAPS IN TRAILER PRODUCTION DO NOT APPEAR TO BE IN THE CARDS, PRESTON-BASED COMPANY, **GRAYSTAR**, HAS ESTABLISHED A SUCCESSFUL REFURBISHING BUSINESS TO KEEP THE WORKSHOP BUSY UNTIL THE BRAND'S NEW FLAGSHIP MODEL WILL BE REVEALED.

"In an era of fragmenting customer demand, a company needs to be just as flexible to survive," says Managing Director, David Gray, a dedicated craftsman who decided to establish a second mainstay and venture into the repair business long ago.

"At the moment, new trailer sales certainly don't set the world on fire, but we've created a successful niche brand that is becoming well-known for lasting durability and a high quality finish. After doing a few refurbishments on some older trailers for one of our best clients, we now find we have other clients asking us to refurbish their older trailers and bring them up to that quality level."

Despite a reluctant business environment, the Graystar brand is committed to maintain a course of diversification chosen in late 2011. As a result, the workshop is now just as busy as usual. "Repairs and especially refurbishments of second-hand equipment have kept us extremely busy."

In addition, Graystar latest foray into the rigid

body market has paid off, too. "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 new building materials like our own flat aluminium distribution floor. 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."

"We are working on a new project at the moment that will be presented very soon," he adds. "All I can say is that it will be a revolutionary lightweight model based on our tried and proven laminated panel, full chassis construction. On top of that it will also feature more cubic capacity. We have been liaising with one particular client about this project and we both can't wait to see the prototype out on the road, it will give the business a whole new boost, even in a year of declining sales," says David, who has over 30 years experience in the commercial

road transport industry and is recognised as a man who can predict what the market will demand next – even when times are tough. "Payload will remain the industry's number one topic, followed by fuel consumption and maintenance cost," he says. "A lightweight reefer would definitely tick all the boxes in that segment of the market."

"We are also presently putting systems in place to establish a Trailer Rental department. This has come about due to unprecedented demand from clients, who require equipment, but are very wary about outlaying large amounts of money when there is so much economic uncertainty at the moment. It will also allow us to rent trailers to clients whilst they are having repairs done."

Contact

Graystar Trailers
219 Dundas St
Preston, Vic 3072
Ph: 03 9484 4568
F: 03 9484 5126
Web: www.graystartrailers.com.au