



DESPITE THE THRILL OF A MAJOR AWARD AT THE 2009 QUEENSLAND TRUCK & MACHINERY SHOW, O'PHEE TRAILERS SAYS THE WINNING DISPLAY SIMPLY REFLECTED THE COMPANY'S EVERYDAY VALUES.

Brisbane-based trailer manufacturer, O'Phee Trailers seems to be making a habit of winning awards. Run by husband and wife team, Mick and Sharon O'Phee, the company has been honoured with the Outstanding Trailer/Body Manufacturer Display award at the



past five Queensland Truck & Machinery Shows, while Sharon was the recipient of the 2008 Queensland Business Review 'Manufacturing Woman of the Year' award. Sharon describes the awards as a tribute to a real team effort, particularly, the show display which was designed and built with major staff input.

"What we do at shows is really no different to what our customers get when they pick up from the factory – we make a special effort with both. We believe we make great trailers and it's important to promote them and the fact that they're Australian made. That's particularly true when the biggest and best show in the southern hemisphere is in our backyard and people come from all over Australia."

"It makes Mick and I personally feel proud to win the awards. To be judged the 'best of the best' is also reward for our team here at O'Phee Trailers. We all put in together and to be

recognised in this way certainly helps make all the hard work worth it. As I mentioned earlier, we display our products in the same manner that we run our company – with superior quality and professionalism where it's people who make the difference."

According to Sharon, the company's long running partnership with PPG also makes a strong contribution.

"We've just received an award for 10 years with PPG and Doug Stein (Business Development Manager) has provided invaluable support. PPG isn't the cheapest paint on the market but we believe it's the best. We have a saying, 'there's no use building the best trailer in the marketplace, if you don't go the final step and prepare, paint and present it in the best way possible. We're proud of our trailers and the finish is one of our best selling tools!"

While O'Phee Trailers has certainly seen its share of changes over the past 40 years, the most important lesson has been to work smarter and never lose focus on quality. Sharon believes that's helped the company weather the current financial crisis and given her a balanced view on the future.

"Our aims are simple – we want to continue to look after our dedicated team, continue to supply high quality semi-trailers to the marketplace and continue to enjoy life."

