



Quest for leadership

AS AN ESTABLISHED LOGISTICS EXPERT ASPIRING TO BECOME A NATIONAL FORCE IN CONTAINERISED TRANSPORT, **GREGORYS** CANNOT AFFORD RELYING ON EQUIPMENT THAT MAY COMPROMISE THE COMPANY'S QUEST FOR LEADERSHIP. THAT'S WHY IT STARTED ADDING **O'PHEE'S** BOXLOADER MODEL TO EVERY KEY LOCATION AROUND THE COUNTRY.

Established in 1982 as a specialist courier company in Melbourne, Gregorys has grown into one of the largest privately owned transport and logistics businesses in Australia. Today, it is providing warehousing and distribution, contract cartage and taxi truck services all around the continent – as well as a growing percentage of containerised transport.

To meet the constantly growing demand for wharf transport services around the country, newly appointed National Fleet Manager, Philip Speakman, has recently initiated a nation-wide fleet upgrade – the keystone of which is the latest incarnation of O'Phee's BoXLoader model.

"My role was created about half a year ago to consolidate Gregorys' assets around

the country and determine what type of transport equipment to invest in going forward," says Philip, who was tasked with evaluating the performance of all 400+ pieces of equipment currently running under the Gregorys flag.

"Due to rising demand in containerised transport, it soon became obvious side-loaders would be a key element of our future strategy, so we compared what was available in the market and finally met Mick O'Phee at the Brisbane Truck Show in May."

According to Philip, the O'Phee BoXLoader on show in Queensland left a lasting impression on Gregorys' management; so much so that it placed the first order that very month. "The workmanship demonstrated at the Show was exceptional,

and since specialty equipment has to last a lot longer than a standard delivery van, for example, that characteristic is very important to us," he says – revealing that each side-loader should be able to handle a decade's worth of wharf work before the first re-build. "We lift a lot of heavy containers in the 18 to 27-tonne range at a relatively high frequency, so we were looking for a bullet-proof design that could go such a long distance." Initially, Philip ordered three O'Phee BoXloaders, but as demand kept rising during the build, he added a fourth to the mix last month. "We are in a very dynamic development phase here at Gregorys, as we add new equipment while sorting out old, inefficient material at the same time. I believe the O'Phee BoXLoader will be an important

building block to creating a modern, lean and efficient containerised transport fleet." According to Philip, O'Phee's somewhat conventional approach to building transport equipment has made all the difference when commissioning the side-loaders in May. "They go through a lot of effort to build a premium product. The result is a vehicle like we used to see in the past, where durability and strength were still the first priority in the industry instead of cost saving alone. "And, the relationship we have with Mick and Sharon O'Phee is just as good, which is something not to be underestimated. At Gregorys, we believe that personal relationships are imperative and every endeavour is made to maintain open lines of communication between management, drivers and our supplier base to ensure every issue is addressed straight away and without fuss. O'Phee understands that attitude and is able to provide a service to match." According to Philip, the first O'Phee BoXLoader has arrived in Melbourne in November, bearing a bold new livery designed to reflect the company's dynamic



growth in Australia. "We've moved from a dark blue to a light aqua tone, demonstrating that we are excited for the future and ready to face the world of containerised transport – a highly challenging and competitive segment of the Australian road transport industry. The motivation is extremely high

“Due to rising demand in containerised transport, it soon became obvious side-loaders would be a key element of our future strategy.”

and the new equipment certainly plays a role in that too."

In line with the company's open communication strategy, Philip has already consulted a range of drivers to evaluate the performance of the new semi – and was pleased to see that acceptance of the O'Phee BoXLoader has been very good. "The team was impressed with the ease of operation and safety features. All side-loaders are different, but the O'Phee BoXLoader is easy to operate and provide the same, high level of performance, even

after a hard day's work." The O'Phee BoXLoader was developed in conjunction with French company BXL and can boast a 35-tonne side loading crane, Can Bus technology and a range of sensors to monitor operational aspects such as crane arm position, stabiliser positioning,

movement of the container and weight distribution to eliminate any risk during operation.

"It's safe to say each O'Phee BoXLoader is specced for maximum performance," Philip concludes. "After all, we can't roll out a national expansion plan if we can't rely 100 per cent on our equipment."

Contact

O'Phee Trailers Pty Ltd
Rocklea QLD 4106
Phone: 07 3277 1855
Fax: 07 3277 9376
Web: www.opheetrailers.com.au