



## Side by side

WITH CONTAINER TRAFFIC ON THE RISE AND DEMAND FOR POINT-TO-POINT DELIVERY SERVICES GROWING NATIONWIDE, O'PHEE'S BOXLOADER RANGE IS GOING FROM STRENGTH TO STRENGTH.

It's been almost half a decade since Brisbane family business O'Phee Trailers, now operating under the Drake umbrella, disrupted the Australian container handling market with the launch of a new, innovative side-lifter range sold under the O'Phee BoXLoader name. Using the latest technology by French crane expert BXL, it promised ease of use and a rapid Return Of Investment, coupled with proven local craftsmanship and O'Phee's famed service attitude. Since then, the O'Phee BoXLoader brand has benefitted greatly from the steady rise in container traffic between Australia and the Asian continent, quickly turning into a household name among the container transport fraternity. And, with total containerised trade through Australian ports projected to increase by 5.1 per cent a year until 2033\*, there is still room for it to grow. "Despite everyone commenting on how

tough the market is, there is a lot of potential out there for innovative equipment like the O'Phee BoXLoader," says Mick O'Phee. "Think about it, a side-loader is the perfect point-to-point delivery tool. It can reduce handling and transfer costs at the port and make the whole supply chain more efficient along the way. "More and more fleets are starting to see the O'Phee BoXLoader as a multi-purpose unit that can make them more responsive to our ever-changing marketplace, so we're very excited to see just how far we can go with the product." To keep building the young BoXLoader brand, O'Phee is offering transport businesses a "proven package" for the 2015-16 season: "Instead of reinventing the wheel, which we have already done in 2011, we will focus on a line-up that has been readily adopted by renowned transport businesses and has



achieved great results in the field," says Mick – revealing that there is a choice between the successful 'MultiLoader' model, the 'SpeedLoader' and a 'Leg-Over' model, all with unique individual operating advantages. "What you get with each of them is ample structural stability paired with a really smart operating system, which is a powerful combination from my point of view. Since day one, we have only ever used the latest



The BoXLoader model proved to be the main attraction in the O'Phee stand at this year's Brisbane Truck Show.

and most powerful technology to ensure a high technological level and the maximum optimisation of both crane and stabiliser performance; and we have never stopped perfecting it."

According to Mick, the full 2015-16 line-up can boast BXL's proven 35-tonne side loading crane, CANBus technology and a range of sensors to monitor key operational aspects such as crane arm position, stabiliser positioning, movement of the container and weight distribution to eliminate any risk during operation. Based on O'Phee's tried and true light tare, high quality trailer frame technology, it is capable of handling both 20' and 40' containers with ease – especially from the operator's perspective. "Right from the start, we made sure that our take on a side-loading trailer would be easy to operate and provide the same, high level of performance without fail, even after a hard day's work. As such, we believe the current O'Phee BoXLoader generation is the most attractive alternative in the Australian side-loader market at the moment." Mick says the O'Phee BoXLoader model

has taken over a fair share of the container handling market since it was first unveiled at the 2011 Brisbane Truck Show – especially in transshipment hubs like Brisbane, Melbourne and Sydney. "The side-loader market, globally, is small but incredibly sophisticated. The competition is huge so you really need to do your homework well to survive amongst them. With key players in the wharf game supporting us, I believe we have done just that." According to Mick, the BoXLoader's main point of difference – especially in a wharf context – is the ability to add value to the transport process as a whole. "A modern container vessel may require hundreds of trucks to pick up and deliver the shipload, so every minute saved is worth hard cash," he explains. "We see the O'Phee BoXLoader, with its unique build and operational advantages over other brands, as the perfect complementary tool allowing transport companies to drop and pick up containers in dedicated areas without being restricted by the availability of traditional container handling equipment like gantry cranes, reach

stackers or straddle carriers. "Plus, forklifts and specialised container lifters have a limited capability on unformed surfaces, and a very limited operational range when a container needs to be transported for even a modest distance. The O'Phee BoXLoader, however, can travel long distances and is capable of operating directly on uneven ground that hasn't been concreted. "Of course payload is important too, but the most important thing is how the machine takes the strain of working fully loaded day in day out," he adds. "The final element is after sale value, and that's another strength of the O'Phee business. We know the Australian transport market inside out, which is important to guarantee the long-term support of the product." \*Bureau of Infrastructure, Transport and Regional Economics (BITRE)

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