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Lusty EMS Gives the Economic Crisis a Tip in Paskeville

As a demonstration of its confidence in a recovering Australian economy and transport market, Lusty EMS South Australia used the Yorke Peninsula Field Days to highlight that it is well-positioned to provide a vast array of tippers for operators planning to capitalise on the bumper crop expected during the upcoming harvest season.

The event also provided South Australian Lusty EMS Sales Manager, Kym Penhall, with the opportunity to unveil a fully customised Tip Over Axle trailer built specially for Maitland Freight. The Tipper exemplifies Lusty EMS' manufacturing capability and its focus on providing a specification that meets the exact requirements of the customer.

Based on the Yorke Peninsula in South Australia, Maitland Freight is operated by owners John and Judith Davies and specialises in a variety of logistic services including grain haulage, livestock and general freight across Australia. This latest addition to their fleet will allow them to take advantage of the upcoming grain season.

With a capacity of 46 cubic metres for enhanced payload, the trailer features many quality components including Narva LED lights, a stainless steel toolbox and polished aluminium water tank.

As Lusty EMS has experienced at most field days and trade shows, featuring a trailer that has been purpose-built for a customer not only provides an opportunity to point out the features and benefits of the product, it is an ideal sales tool to demonstrate to potential customers the high standard of build, the various functions of the product and how it can build a solution for almost any application.

Kym acknowledges that, "There is no better selling tool than letting the customer play with the product, letting them open the tailgate, operate the grain door and tarps and giving it a bang on the side to see just how solid our trailers are."

"The three days we were at Yorke Peninsula, we attracted a lot of interested customers. It was as though everyone was sick of hearing about the economic crisis and they just wanted to get on with getting ready for the upcoming harvest."

Indeed, the economic downturn of the last 12 months has affected many industries in Australia including grain, although many would put the latter down to natural causes of past years rather than financial causes.

Nevertheless, even during this time of uncertainty, Lusty EMS has been able to implement long-term business strategies such as the relocation of their South Australian operations to bigger, more modern facilities so that they are well-prepared to assist and support even more operators with their needs as they begin to prosper.

Operators will take comfort knowing that every Lusty EMS trailer is carefully hand crafted to each individual specification, so to fulfill the precise requirement of their bulk transport task.

Further information on Lusty EMS and dealer locations can be viewed at www.lustyems.com.au.



ABOVE: Lusty EMS and Maitland Freight showed off the results of a confident outlook with regard to the upcoming grain harvest.

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