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Lusty EMS in the Black with First Trailer from New \$5m Richlands Factory

The unmistakable black and silver livery of the Mixwell fleet, run in Queensland by the larger-than-life Neville Byers, is so distinctive he's even extended the look to his highly-tuned Holden Monaro.

A departure from the usual gleaming aluminium and stainless steel tippers produced by Lusty EMS, it was an impressive 19m Stag B-Double that rolled out the doors of the Company's new factory at Richlands on the outskirts of Brisbane to become the first delivery from the new site.



The popularity of the Lusty EMS range has been boosted by strong demand for the uniquely designed Stag tippers, that allow for tipping of the front and rear trailers without unhitching.

Following its acquisition of Lusty EMS in July last year, \$5 million has been invested by MaxiTRANS in the new Richlands factory. Four times larger than the company's former Rocklea facility, it allows for a more streamlined manufacturing process and space to increase production to meet unprecedented demand for the high quality Lusty EMS trailer range. As well, it accommodates the Company's parts, service and repair operations under one roof.



The new site has drive-through access to manufacturing, service and repair areas and paint and wash bays, with surrounding parking space for trailers awaiting delivery. It also houses Lusty EMS' management, engineering, sales and support staff.

It is located just off the Western Freeway, close to the transport hub established on the western fringes of the city by the many leading truck and transport equipment companies who have based their Brisbane operations there.

Company founder and General Manager, Graham Lusty, says the new factory provides a safer and more efficient working environment with better light, easier access to work stations for the 60 manufacturing staff and upgraded materials handling equipment.



"Having the extra space and improved equipment and pre-delivery facilities translates directly into the construction and finish of our trailing equipment range – making it easier to sustain the consistent high quality of manufacturing on which our reputation is based," he says.

The company's pride in its output – and in the first trailer produced at the new site - was evident at the recent handover of the new Mixwell tipper to Neville Byers, when Graham accompanied sales and manufacturing staff to roll out the big black Stag combination.

The new trailers will join the Mixwell fleet of around 30 to carry treated sewage waste from Ipswich to Swan Bank in south east Queensland to be re-processed into humus for land fill and fertiliser applications.

Lusty EMS trailers are also now also being produced at the MaxiTRANS manufacturing facility at Ballarat in Victoria, for sale through the MaxiTRANS sales and distribution network in that state.

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