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### **Keeping Pace with a Maxi-CUBE Classic**

With a strong reputation in the refrigerated transport industry for its class leading thermal efficiency, construction and durability, the quality and features of the Maxi-CUBE Classic model were showcased when Pace Farm took delivery of a B-Double Maxi-CUBE Reefer trailer, designed to perform at temperatures down to minus 30 degrees.

Formed as an egg producer in 1978, Pace Farm was founded by Frank Pace with just one property managing 22,000 hens. The business has grown through the utilisation of the most advanced farming technology and management systems to ensure the highest standards in food safety and animal husbandry.

Today, Pace Farm is one of Australia's leading producers of eggs and egg products with operations across several states. Pace Farm remains a private, family-owned business based in Minchinbury, 30km west of Sydney.

Its transport division, MWP Transport, is run by director Matthew Pace, who ensures the delivery of egg and poultry products to supermarkets and distribution centres across Australia. MWP contracts to a number of organisations throughout the poultry, stock feed milling and food industries. The refrigerated fleet consists of 10 refrigerated trailers including four Maxi-CUBE Classic B-Double combinations and five single Maxi-CUBE Classics.

Naturally, operational efficiency and visual appearance of the fleet are of major importance to Pace Farm. With everyone at Pace Farm being so passionate about ensuring the delivery of the highest quality products to their customers, SX Trailer's Phil Mason had the opportunity to demonstrate how the Maxi-CUBE Classic Reefer will add value to the transport task of the company.

*As Matt noted, "In addition to achieving operational efficiency and high thermal performance, it is important that, as a supplier of food transport services, our equipment conveys the message that we're an extremely professional, hygienic operator, constantly working hard to exceed customer expectations."*

The Classic Reefer combines superior wall panel construction with innovative in-house manufacturing procedures to provide leading thermal performance.

Because Maxi-CUBE utilises a unique “cast to gauge” process to manufacture the urethane foam insulation, they were able to deliver precise panel thickness to meet Pace Farms specific requirements. The use of twin-seal hard back door seals further exemplifies Maxi-CUBE’s commitment to ensuring every aspect of the trailer is contributing to overall thermal efficiency.

Importantly, the B-Double has been built to conform to the full range of food transport safety requirements. Pace Farm uses the internationally recognised and scientifically based food safety system known as HACCP (Hazard Analysis and Critical Control Point) and their involvement in this program ensures that their eggs, and the equipment they use to transport goods and produce, are always of the highest order.

Maxi-CUBE can assist operators to customise and ensure that each trailer built, meets both general and specific food transport safety requirements.

*As Phil confirmed, “There are number of variables that have an impact on the freshness of an egg, with the temperature at which they are held being a critical component. Because Maxi-CUBE makes its own insulation foam, all the refrigerated Maxi-CUBE models have developed a strong reputation for ensuring consistent temperature levels during operation, thus leaving operators and their customers satisfied with the freshness and condition of the arrival of their goods.”*

Completing the externals of the B-Double are polished aluminium corner extrusions and cast corner caps that provide smart appearance and easier cleaning.

To further enhance the overall safety of the B-Double reefers and the goods they carry, they have been equipped with both EBS (Electronic Braking System) and ABS (Anti-lock Braking System) to provide improved stability control and safety for drivers and other road users. Importantly for Pace Farms, this also helps ensure that fragile eggs are carted as safely as possible.

Upon receiving the B-Double, Matt revealed that *“We have used Maxi-CUBE for a period of time now and over the years we have developed a pretty good understanding of the Maxi-CUBE Classic specification and know the benefits that the B-Doubles will provide the business in terms of performance and thermal efficiency, all of which helps our bottom line.”*

SX Trailers specialises in Maxi-CUBE, Freightner and Lusty EMS new and used trailer sales and also provides full service and parts support throughout New South Wales. With dealerships located in Sydney, Newcastle and Wagga Wagga, SX Trailers is well positioned to cater to the transport requirements of customers such as Pace Farm and deliver value added services.

Further information on the full range of Maxi-CUBE refrigerated transport equipment including dry freight and Slide-A-Side vans and rigid bodies can be downloaded at [www.maxicube.com.au](http://www.maxicube.com.au). Further sales information can be found at [www.sxtrailers.com.au](http://www.sxtrailers.com.au).



*ABOVE: The Maxi-CUBE B-Double Classic helping keep Pace ahead of the pack!*

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