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500 Means so Much More for Lindsay Transport and Maxi-CUBE

The successful and enduring business partnership between Maxi-CUBE and Lindsay Transport is founded on a common commitment to supplying the very best logistics equipment, service and support to Australian businesses everywhere.

The delivery of Lindsay's 500th Maxi-CUBE trailer by Queensland dealer, Freighter Maxi-CUBE Queensland (FMQ), represents more than just a number for the companies involved. It is an important recognition of the strong relationship that Lindsay's and Maxi-CUBE formed over 35 years ago, tempered and toughened through both times of prosperity and also financial uncertainty.

Throughout it all, their collaboration has seen the introduction of numerous innovative solutions that have sets new standards in refrigerated transport, including multi-temperature distribution vans, 45 foot and 48 foot refrigerated vans as well as high humidity trailer refrigeration, all of which have helped their customers achieve highly efficient and effective freight management.

And like any great business association, Maxi-CUBE and Lindsay Transport have forged their relationship through open communication, mutual respect for each other's abilities, flexibility to adapt to changing environments and of course, ongoing support.

Established as Lindsay Brothers Transport in 1953, the Company has progressively expanded to become one of Australia's leading refrigerated transport companies and today services over 5,000 customers, including major grocery retailers and food manufacturers.

The handover of the anniversary Maxi-CUBE Classic B-Double Reefer to Lindsay Australia's General Manager for Transport, Glen Lindsay, was conducted by FMQ's dealer principal Mark Kelly and Maxi-CUBE General Manager Kevin Manfield, and was overseen by MaxiTRANS Managing Director, Michael Brockhoff, and other key personnel from Lindsay Australia and MaxiTRANS.

Significantly, both Tom Lindsay – founder of Lindsay Brothers Transport, and Jim Curtis – founder of Maxi-CUBE Refrigerated Trailers were also both present to witness the handover in what was no doubt a proud moment for them both. It was their vision and pioneering work that has enabled both companies to grow and establish themselves as market leaders in their respective field.

And just like the 499 previous handovers conducted, Lindsay Transport is picking up so much more than just another new refrigerated trailer.

They are also receiving a fully dedicated support and service program that is tailored specifically to Lindsay's needs, to ensure that every trailer is at optimal operational standard and also consistently serviced through the dealership's workshop to ensure efficient fleet performance.

With the strength of the MaxiTRANS Group behind it, FMQ will provide Lindsay's, as it does with all its customers, a complete range of services including a comprehensive parts, service and repair facility.

In the lead up to the handover of the 500th unit, Kevin acknowledged each facet of the Company, particularly everyone involved at the Hallam Panel Plant and the Ballarat factory where Maxi-CUBE trailers are built, stating that, *"All the engineers and factory workers are to be commended for their work and passion they put into every trailer and van they construct."*

"Many of them have been building and providing customer solutions for over 25 years and you can't buy that experience. It's invaluable to every customer, from the large fleets like Lindsay's through to owner operators based all around the country."

With such a strong understanding of each other and the industry in general, Lindsay Transport and Maxi-CUBE recognise that no matter how advanced transport technology may become or how large Australia's freight task will be in the future, prosperity will only continue through the fundamental principles of respect, passion for what they do and the ongoing desire to provide Australian businesses with the best logistic operations and service.

Images Overleaf →



TOP and ABOVE LEFT – Lindsay's 500th Maxi-CUBE

ABOVE RIGHT – FMQ's Mark Kelly (centre) with Glen Lindsay (left) and Kim Lindsay (right)

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