



**MaxiTRANS Australia Pty Ltd**  
346 Boundary Road  
Derrimut Victoria 3030  
Telephone (03) 8368 1117  
Facsimile (03) 8368 1112

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### **Porthaul Sliding it the Right Way**

When a transport business is recognised for its focus on safety, reliability and innovation, chances are that company is also investing in some pretty useful equipment and Porthaul felt that the Maxi-CUBE Slide-A-Side was the perfect refrigerated van to reinforce its market positioning and provide ongoing value added service to its customers.

Located midway between Melbourne and Adelaide in the coastal city of Portland, Victoria, Porthaul has extensive experience in organising shipping through Portland, including storage and stevedoring.

Operating throughout the heart of western Victoria and interstate, Porthaul transports all types of freight throughout Australia using their large fleet of trucks and plant equipment.

Porthaul was established in 1990 by Managing Director Brian Williamson whose vision was to create a leading logistics operation that was customer focused through a total and continuous commitment to quality and excellence.

Along with his son James, presently the company's Contract Manager, their journey has seen them diversify their range of services to offer a one stop shop for all bulk transport and civil needs including general freight and machinery movements.

With their business today flourishing, Porthaul services a number of industries including grain and fertiliser, general and refrigerated freight, civil construction, quarry works and machinery movements. Their fleet consists of a range of bulk tippers, refrigerated vans, drop decks, flat tops and T-liner trailers.

It was a growing need by customers requiring additional services in the transportation of chilled goods that prompted James to consider adding a new refrigerated van to their fleet. But rather than simply purchase a traditional refrigerated van, James determined that versatility and adaptability were going to be key ingredients for his new investment.

*"We weighed up a number of different models and options in searching for a trailer that would suit our business model", James explained.*

A presentation to James by Maxi-CUBE's Victorian Area Sales Manager, Heath Menhennet, demonstrated the versatility and benefits that the Maxi-CUBE Slide-A-Side could deliver to the business.

Unlike any other refrigerated van, the Slide-A-Side model offers operators the convenience and versatility of access from either the side or rear of the trailer, thus providing the load restraint characteristics of a rigid wall van with the flexibility of a curtain sided trailer.

Not only does this efficiency and ease of accessibility provide an advantage over other models of temperature control trailers, the Slide-A-Side design also reduces turnaround times, offering higher utilisation levels and makes it easier and quicker for drivers to load and unload in cold storage facilities using its ability to be side loaded.

The Slide-A-Side can also be utilised as a general freight trailer and Porthaul is particularly keen to exploit this feature to maximise the trailer's use on multiple drop routes as well as service as many customers as possible, thus helping to reduce overall operating costs.

The Slide-A-Side's operation is also extremely driver-friendly. Opening and closing of the side doors are simple and effortless via controls that activate the air operated 'lift and lock' mechanisms.

When in the unlocked position, the side doors are lowered slightly and slide easily along the van thanks to ball bearing rollers gliding along a smooth extruded track at roof level.

Because the doors slide along the side of the van, there is no requirement to have extra loading dock or roof clearance height to open them, allowing the Slide-A-Side van to be side or rear loaded in almost any location from the farm, to the warehouse and to the supermarket.

And whilst the Slide-A-Side will maintain critical temperature requirements and provide the promised durability, performance and versatility that Porthaul desire, its Arvin Meritor CS9 suspension will ensure excellent ride quality and stability, especially cornering in tight metropolitan streets around supermarkets. The CS9 suspension is developing a strong reputation for durability and low tare weight.

During the build stage of Porthaul's Slide-A-Side, James commented that dealing with Maxi-CUBE and particularly Heath, was always a pleasurable experience. *"He was very informative and took particular care in ensuring the van specification met our requirements. Importantly, he was always contactable and would always have answers or feedback to our queries"*, said James.

Indeed the level of service and attention provided by Heath and Maxi-CUBE to Porthaul is not dissimilar to the service and attention that Porthaul provides its customers. If James and everyone at Porthaul can feel confident that the Maxi-CUBE equipment they're using will not let them down, then their customers will feel just as confident in Porthaul's logistics operation.

As James reinforced, *"At Porthaul, we strive to provide our customers with the most effective and efficient way to meet their diverse transport and construction needs. Whether it's carting bulk goods or supplying general freight services, we work as a team to provide prompt, efficient and price competitive services. Our management and qualified staff take great pride in the quality and presentation of our fleet and we will continue to offer a stable, long term solution for our customers through great relationships and a dedication to service excellence."*

The Slide-A-Side is available as a standard trailer or lead and tag configuration for B-Double use. The roof, front wall, side walls and doors are insulated with high quality polyurethane foam, made in-house by Maxi-CUBE. Because the foam is made to the required gauge and not cut to size, it has superior insulation properties and optimises the thermal performance of the van. The floor is also insulated.

Further information on the Maxi-CUBE transport equipment range can be downloaded at [www.maxicube.com.au](http://www.maxicube.com.au).

Images Overleaf →



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**Further information contact:**

Kevin Manfield

Maxi-CUBE

Tel: 07 3717 2846

Mob: 0419 755 362

Email: [kevin.manfield@maxitrans.com.au](mailto:kevin.manfield@maxitrans.com.au)

Jozef Horvat

MaxiTRANS Australia

Tel: 03 8368 1117

Mob: 0409 501 443

Email: [jozef.horvat@maxitrans.com.au](mailto:jozef.horvat@maxitrans.com.au)

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(03) 5521 7116 or [www.porthaul.com.au](http://www.porthaul.com.au)