



**MaxiTRANS Australia Pty Ltd**

**346 Boundary Road  
Derrimut Victoria 3030**  
Telephone (03) 8368 1177  
Facsimile (03) 8368 1178

## **A Tough Call for Refrigerated Freight**

Combine a delicate and temperature sensitive load with demanding line haul road conditions and around-the-clock freight shuttles between Melbourne and Sydney via Gippsland and you have one of the toughest freight tasks faced by any temperature controlled van fleet in the country.

Steve Redenbach's refrigerated transport operation, based at Bairnsdale on the edge of the Gippsland Lakes region in South Eastern Victoria, predominantly carries fresh vegetables from the rich local Mitchell River flats growing area to Sydney and returns with dry freight, usually via Melbourne.

His fleet of 24 vans are all Maxi-CUBES, most travelling under the Bonaccord vegetable farm livery, behind three Daf and six Kenworth prime movers.

Every day of the week an average of six to eight rigs leave Steve's Bairnsdale depot for Sydney, with a similar number departing daily for the return trip after being back-loaded during the night. Each trailer averages two or three round trips a week.

The route travelled is far more challenging than those faced by most line haul operations travelling between the two cities. Most of Steve's rigs travel from Bairnsdale through Cann River and over the narrow and winding Monaro and Snowy Mountain Highways, to link up with the Goulburn Highway north of Canberra.

The return journey is often equally formidable – from Sydney back to Gippsland following the coast by the Princes Highway, or through Melbourne via the Hume.

As Steve says, "There's nothing tame about the roads we have to travel on. These roads test my rigs every day of the week."

Much of the freight he transports is in the form of fresh pre-cut packaged salads destined for NSW supermarket chains. The product is extremely delicate and prone to freezing and spoilage due to its high water content. It has to be loaded, held and delivered within the slim temperature tolerance of 2 and 4 degrees or face rejection of the entire load.

Tiny electronic temperature sensors are placed among the loads of salad, to be retrieved and read by sophisticated equipment at the processing plant to confirm maintenance of temperature throughout the journey. Loads are also probed regularly to detect any temperature variations.

Steve's fleet regularly carries ice cream that also depends on close tolerances right through the cold chain, from pick up to delivery.

Steve has always chosen Maxi-CUBE vans to undertake this exacting task and speaks highly of the durability and thermal efficiency of the range.

The pride of his fleet is his Maxi-CUBE Advance, which he bought at the launch of the new model late last year.

He says he liked the look of the new Advance design and made an impulse purchase of the display unit after hearing about the payload gains and test results that show the market leading thermal efficiency of the new fully composite van.

His Advance has stood up well to the rigours of his freight contracts, needing only some minor maintenance in the past year. His drivers report much faster temperature pull down and significantly less fridge plant fuel use on runs using the Advance and also commented favourably on the superior road handling of the unit. "My drivers love this van, they say it has excellent handling, is very stable."

"When I buy more vans, they will certainly be Maxi-CUBE Advance units," Steve says.

"In the event of a fridge failure on the road I rely on the thermal efficiency of my Maxi-CUBE fleet until I can get the van into the nearest fridge service depot and save the load from rejection."

"With the sensitive kind of freight that I carry and the fine temperature tolerances that we need to maintain, I need to make sure that my maintenance routines are performed regularly on both the van and fridge units."

Steve trusts the MaxiTRANS service and repair facility at Hallam to maintain his van fleet. "I have nothing but praise for the team there – they do excellent work and deliver first class service with minimal down time."

## **Ends...**

### **Further information contact:**

Stuart McMurtrie  
Group Marketing Manager  
MaxiTRANS Industries Ltd  
Tel: 03 8368 1183  
Email: [stuart.mcmurtrie@maxitrans.com.au](mailto:stuart.mcmurtrie@maxitrans.com.au)

Neville Sice  
Mosaic Marketing & Communications  
Tel: 0412 330 580

**17 August 2005**



**Steve Redenbach with the pride of his fleet – his Maxi-CUBE Advance**