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For immediate release 17 February 2010

A Hamelex White Hunter just “White” for Deeson Heavylift!

Whilst their heavy moving equipment constantly takes a punishing in the field and gets dirty irrespective of its colour, Cameron Strathdee of Deeson Heavylift Pty Ltd was more interested in the improved productivity and efficiency gains that their new “sparkling white” 25m Hunter B-Double tipper was going to provide his business rather than how clean it could remain.

Based in the coalfields industrial centre of Mackay Queensland, Deeson Heavylift specialises in a range of heavy duty services including bulk transport, heavy mining cartage and earth moving, with their fleet as diverse as their daily work schedules!

Not only does their fleet contain tippers, flat top semi-trailers and tankers, their capital equipment also includes slew cranes, 45 tonne forklifts and loaders. Their policy of investment in only the best specialised equipment is one of the key contributing factors to their success.

“When customers come to us for help with their carting requirements, they know that they will get the best possible value for money because we will not compromise on the service we provide them. And one of the ways we achieve this is to ensure we are using only the best equipment available,” Cameron revealed.

Indeed the Hamelex White 25 metre Hunter sits comfortably amongst Deeson’s heavy haulage equipment and has built a strong reputation within the bulk carrying transport industry as being ideal for any business working in sand or gravel applications. Certainly Deeson Heavylift falls into this category.

First and foremost, the Hunter B-Double will enable Deeson’s drivers to unload both the front and rear trailers without unhitching, making it ideal for customers that require quick turnaround times.

The Hunter has also been built with a perfect balance of lightweight components without compromising its durability and life long performance.

"This ensures that we will be able to maximise our payload with each and every load whilst not worrying about replacing equipment anytime soon," explains Cameron.

From an OH&S perspective, the Hunter offers enhanced safety benefits including in-cab controls, meaning the operator does not have to leave the cab when tipping. It also features a dual axle lift to reduce tyre wear when running empty and a proximity switch, which warns the driver if he is close to jack knifing past 90 degrees in either direction.

According to Craig Wallace, Hamelex White's Sales and Marketing Manager, the downturn in the economy during 2009 has meant operators were constantly looking to maximise productivity and that Deeson Heavylift was no different, adding that, *"With operator margins being squeezed, especially the last 12 months, Hamelex White has been on the front foot to ensure we employed the best engineering practices in designing all our trailers so that operators can make the most of their equipment."*

This project was successfully completed through collaboration between Deeson Heavylift, Hamelex White and Brown and Hurley Coffs Harbour. With constant and open communication between the three parties, Cameron was able to specify exactly their application requirements to Dylan Hurley from Brown and Hurley who in turn worked closely with the Hamelex White factory to ensure the manufacturing and delivery of the trailer was on time and on budget.

Craig believes this project exemplified Hamelex White's high standards of design, service and ongoing support which Deesons will receive over the course of their relationship.

Whilst the 2 year warranty will provide peace of mind, the support of the leading network of distributors such as Brown and Hurley ensures assistance is only around the corner in any given circumstance, thus allowing Deeson Heavylift to support their customer base in an identical manner!

"Our goal is simple. It is to provide the best haulage service using the best equipment around that keeps working day after day. We know that Hamelex White will help us deliver on that philosophy," Cameron confirmed.

Hamelex White's specialised tipper manufacturing plant is one of Australia's largest and serves as a base to service the bulk transport industry. Hamelex White's aluminium and steel tippers and solutions and dealer locations can be found at www.hamelexwhite.com.au.



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