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For immediate release 10 August 2010

Jebsen Group Comes to Shore with the Lusty EMS Stag

One of the world's largest shipping operations, Jebsens, has made the move from sea to land with the acquisition of a Stag B-Double Tipper by Lusty EMS, their very first trailer purchase of any type in Australia.

The Jebsen Group has numerous business activities ranging from ship owning, ship commercial operations, technical and crew management. They have over 260 on-shore personnel plus over 7,000 seafarers serving the global shipping industry.

Their core shipping activities focus on the transport of dry bulk commodities in Europe, the Far East, Australia and the North American Pacific Coast for industrial clients with the use of tonnage ranging from Small Handysize up to Panamax vessels. However, it was their contract with Industrial Energy in Victoria which created a need for them to move into road transport equipment.

Tony Mason, Transport Operations Manager for Jebsens explained that, *"As part of our contract with Industrial Energy, we shift approximately 150,000 tonnes per annum of Victorian brown coal briquettes. The briquettes are used as a fuel for steam plants in the dairy industry, and as a heat source for hydroponic farmers, but the primary role of the Stag will be to run seven days a week between Morwell and Leongatha, carting about 35,000 tonnes per annum"*.

"They will also be used to service both Loy Yang and Hazelwood power stations, where the briquettes are used as an auxiliary fuel, on a 24/7 on call basis."

Tony chose to work closely with Lusty EMS on this project after hearing first hand from other operators who were experiencing increased performance as a result of acquiring a Stag for their business. *"Following a comparison against other manufacturers, it was evident that Lusty EMS is somewhat of a pioneer when it comes to developing the Stag style combination"*, he added.

Indeed the Lusty EMS Stag provides a number of competitive advantages over similar type trailer models, including increased payload, ease of use and efficiency.

First and foremost for Jepsens, the Stag provides a lower tare weight than traditional B-Double Tipper combinations, resulting in a higher payload. The Stag has the capacity to carry, in some cases, up to 75 cubic metres, depending on load density. This will allow Jepsens to cart a higher amount of briquettes and decrease the number of customer drops per day, hence increasing their operating efficiency.

More importantly for Jepsens however, is the Stag's ability to unload both trailers in either jack-knife or straight line application without uncoupling, rolling the body or sliding the suspension.

Victorian Lusty EMS Sales Account Manager, Troy Kitchen, who managed the sale, helped explain why the Stag is a preferred choice over other models, particularly in this application.

"While coal briquettes can be tipped through a chassis, it is time consuming as there can be a lot of excess build up of product in and around chassis rails, brake boosters, axles and other areas when tipping into a drive over hopper. Jepsens would have needed to remove all the excess before it could return for the next load."

"The Lusty EMS Stag combination allows Jepsens to arrive at the delivery site, tip off and then drive away with minimal involvement from the driver or any site personnel, thus reducing turnaround times and keeping safety at a premium."

Another area of the Lusty EMS business that impressed Tony was the promised ongoing support from the national network of Lusty EMS dealers. He went on to highlight that, *"Whilst other manufacturers were similar in price with their equipment, the history and back up service that Lusty EMS offers to existing customers is another reason why we purchased a Stag. We know we are going to be able to rely on their assistance wherever we may be at whatever time."*

However, with the emphasis on stringent quality control, use of high quality materials and attention to detail that Lusty EMS builds into every Stag combination, such support may never be required.

Jepsens provides a comprehensive logistics operation including sea transportation, logistics for domestic and export transportation including 24/7 on call requirements and bagging services for industries including Fertiliser, Energy and Bass Strait Trade.

And while the Lusty EMS Stag represents the very first purchase of road transport equipment for Jebbens, the company will certainly be looking at adding more units should the opportunity arise for them to improve on the provision of a total transport solution to their existing and potential clients alike.

Further information on the Lusty EMS Stag and other road transport equipment can be viewed at www.lustyems.com.au.



ABOVE LEFT: The acquisition of a Lusty EMS Stag B-Double Tipper by Jebbens is their very first trailer purchase of any type in Australia.

ABOVE RIGHT: From left: Rick Child (Lusty EMS Sales and Marketing Manager), Tony Mason (Jebbens Transport Operations Manager) and Troy Kitchen (Lusty EMS Sales Account Manager)



ABOVE: The Jebben Group has numerous business activities ranging from ship owning, ship commercial operations, technical and crew management.

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