



**Lusty EMS**  
787 Boundary Road  
Richlands QLD 4077  
Telephone (07) 3375 0000  
Facsimile (07) 3375 0001

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## **MEGAFERT PARTNERS WITH LUSTY EMS TO DELIVER FRONTRUNNER SERVICE**

With uncertainty surrounding the recent respite from the drought conditions being experienced in many regions around Australia, numerous rural businesses are sincerely hoping for more rain to guarantee good crops this year.

Combine the drought risk with increased fuel prices, meeting tight budgets is now a matter of survival for many and seeking new strategies to achieve increased efficiency and productivity is becoming just as important as the agricultural product itself.

In order to survive and prosper in these trying conditions South Australian based fertiliser supplier Megafert contacted tipper manufacturer Lusty EMS to assist in developing the best system possible to increase efficiency in its fleet.

Megafert Managing Director, Peter Evans sought the experience of Lusty EMS' South Australian Sales Manager, Jason Hokianga to tailor a specific solution to the company's needs.

*"Jason at Lusty EMS has previously supplied us with trailers, and when we were looking for ways to increase our efficiency we again turned to Jason",* Mr Evans said.

The result was the specification and customisation of six Stag Combination trailers which will be used to cart fertiliser and other bulk goods in South Australia, Victoria and New South Wales.

*"Every tonne of tare weight we can save on our trailers equates to around \$10,000 per vehicle per year in terms of additional payload, a huge saving in anyone's language,"* said Mr Evans

The Lusty EMS Stag configuration has enabled Megafert to increase payload by about three tonnes per vehicle and trailer combination. Conventional B-Doubles currently carry around 43 tonnes, however the Stag configuration increases Megafert's payload to about 46 tonnes.

The tare weight is reduced mainly due to the Stag having lighter chassis steel work because it doesn't require a lead slider.

Megafert's decision to proceed with the new Stag combination trailers was based on their positive experience with two standard Lusty B-Double configurations with lead sliders and chassis tipping tag trailers, and the customer service provided by Lusty EMS.

Further to the tare weight savings, the Stag combination trailers provide additional efficiency through their ability to tip without the driver having to uncouple the trailers. As well as the improved efficiency, the trailer durability is a must given the demanding conditions in which they operate including farm tracks and dirt roads.

*"Each truck in our fleet operates about 50 – 60 hours a week for a total of around 180,000 kilometres a year in all types of conditions,"* Mr Evans said.

Megafert has invested heavily in the Stag trailers to get the latest technology including the best and lightest components, and it's essential they perform well.

*"In consultation with our engineers, Megafert specified strong yet extremely light components for hoists, landing legs and suspensions. They also went to the trouble of having aluminium hubs and centrifuse drums fitted, which made further cuts to the tare weight,"* Lusty's Jason Hokianga said.

Product aside Lusty EMS' strong commitment to customer service and support has further strengthened the relationship between the two companies.

*"Lusty provide us with all major servicing and Jason has invested significant time and effort evaluating the best options available to us in terms of trailer configuration,"* Mr Evans said.

*"We've built and sold a lot of these trailers into all markets around Australia, and to receive an order for six units in one go is definitely an endorsement of the customer's experience with our product to date, and the relationship we've established,"* Jason commented.

For farmers, Megafert is much more than a standard fertiliser business.

The Company is focussed on delivering production outcomes for rural customers through product development and market knowledge and as their slogan reads enabling them to be "the frontrunner in fertiliser".

*"We are not out to be the biggest supplier in the industry, but what is important is our commitment to customers and ensuring we provide them with the best product, service and knowledge possible,"* Mr Evans said.

*"Customer service is a big focus for our business model, we continue to seek to operate at a high level which allows us to be efficient and successful, that way our clients are satisfied and essentially everyone wins."*

Operating through an expanding network of local, independently owned agribusiness outlets, each specialising in quality, high value products and services, Megafert and its fleet of Lusty EMS trailers are well placed to continue providing efficiencies and satisfying farmers' needs.



With the addition of 6 new Stag combination trailers, Megafert is clearly focussed on delivering production outcomes for rural customers

**Further information contact:**

Jason Hokianga  
Lusty EMS  
Tel: 08 8243 2211  
Mob: 0418 531 891  
Email: [jason.hokianga@maxitrans.com.au](mailto:jason.hokianga@maxitrans.com.au)

Jozef Horvat  
MaxiTRANS Australia Pty Ltd  
Tel: 03 8368 1117  
Mob: 0409 501 443  
Email: [jozef.horvat@maxitrans.com.au](mailto:jozef.horvat@maxitrans.com.au)