



## Continuous improvement

RIGID BODY TRUCKS ARE AMONG THE MOST COMMONLY SEEN VEHICLES ON AUSTRALIAN ROADS. MANY OF THEM ARE BUILT BY VICTORIA'S **ALLTRUCK BODIES**, AN ESTABLISHED FORCE IN THE RIGID BODY MARKET, AND A COMPANY THAT IS ALWAYS LOOKING TO IMPROVE ITS OPERATION.

When you've been in the commercial transport market as long as Alltruck Bodies has, the only constant is change. But to adapt to those changes requires continuous improvements at all levels, which is why its current strategy has it focusing on boosting four critical areas of its operation – including Alltruck's rigid body portfolio, the equipment used inside the factory, manufacturing processes and its staff. According to Managing Director, Tony Romano, continuing to market the Alltruck name around Australia and collaborating with more businesses will be the main priorities going forward.

"Like all businesses, we have to constantly meet new targets as client demands are always changing in different markets. That's why we are in the process of expanding our presence around the country by working directly with truck dealerships, who will play a critical part in the Alltruck Bodies brand in the years ahead," he says. "Business success and recognition doesn't mean that you stop. Yes you can take a moment to reflect, be proud and celebrate it, but you need to

keep pressing on." With demand for lighter weight options growing, Alltruck has come up with an innovative aluminium composite panel (ACP) body. "One of the markets we are trying to boost is the rental fleet sector, for which we have developed the ACP models. These

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4.2m lightweight bodies mean the end user can maximise their payload," Tony says – revealing that Alltruck has up to 15 units on its production itinerary for multiple rental fleets.

"By taking away up to 300kg of body weight, the operator can make up that weight in freight, which ultimately leads to more productivity and increased profits. "In addition, we're also receiving strong market acceptance for our fibreglass

honeycomb body, which is also lighter and can help maximise payload for the user. This type of model was developed five years ago and has proven to be a great seller amongst our range. In fact, we are in the final stages of completing a 50-unit order for a local rental company."

Alltruck has also finished installation of its second spray booth, which should be in operation next month. "With the amount of orders coming through for bodies and the unique requirements of some operators, the current booth is at full capacity at present," Tony says.

"Having the luxury of a second spray booth means not only can we get more units painted, but sometimes we might come across clients who want different coloured

rigids for their fleet, sometimes with multiple colours to one body, so now we have that added flexibility. The extra capacity meets demand quicker and accommodates the larger orders; as well as bodies that require each base colour on the unit to fit a particular colour scheme. When you're producing anything from 20 to 30 bodies a week, investing into a second spray booth certainly helps in spreading the workload." According to Tony, a major part of Alltruck Bodies' success has been the work put into developing and recruiting more staff, particularly with the onset of strengthening its relationship with dealers. "It's no secret, Alltruck's most integral assets are its people, and we continue to focus on not only improving their skills, but bringing in the best people for the job," Tony says.

"For instance, we're investing heavily into recruiting more staff, particularly in our sales division including a new National Sales Manager, who joined us in May this year. Along with the new NSM, we are currently in the process of hiring more sales representatives to help promote the Alltruck Bodies brand to different states and the various truck dealerships out there. "Over the years, we've also established a Queensland branch, which has been a successful move, but we're still not satisfied and we are forecasting a 20 per cent growth over the next financial year as a result of

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these changes. In addition, we also have an ongoing apprentice program with the Kangan Batman TAFE, Automotive Centre of Excellence, which many of our truck body builders have completed; and we will continue to go down that path of nurturing and developing our next group of rigid body builders. It's all very exciting times for us and the wider industry will certainly be seeing more of the Alltruck name."

On the whole, Alltruck Bodies has a promising road ahead and Tony will no doubt look to extract the best from each department. While past accolades have

helped elevate the Alltruck name from the just another rigid body builder to a reliable brand Australia's transport industry can count on, Tony says those awards will mean little if the company doesn't continue to generate growth from within and deliver innovative new products to meet market demands. ■

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