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In just seven years, the Maxwell Transport Group has grown from a solitary second-hand Mack prime mover and a couple of second-hand trailers to a fleet of 50 trucks and trailers, including seven new state-of-the-art 53 ft trailers fitted with SAF axles and suspensions sourced by HDTE.

Leading Melbourne based transport and logistics company, Maxwell Transport Group, recently acquired seven new flat top trailers from trailer manufacturer, Vawdrey. But these trailers are not your average order. Instead of the usual 48ft, they are built to 53ft. "We transport pallets for Chep Australia and our contract was coming up for renewal. We pride ourselves on being a very proactive transport provider, so we wanted to show our customer how we were more efficient than other transport companies," said Bill Maxwell, Owner of Maxwell Transport Group. "I had been hearing rumours for some time

that it was possible to build to this length, so we went for it."

Because of the length, the seven trailers had to be built to mass management accreditation, which meant that the overall length needed to be kept under 19 metres. Bill added that the new trailers feature SAF axles and suspensions, sourced from HDTE, and that Kimax weighing systems were also fitted to the units to ensure weights were kept under control.

"We bought the Vawdrey product because it is a good one and the equipment that they wanted to specify was chosen for a quality

the usual 48 ft trailers we can load at least an extra two pallet stacks on. This gives us an increase in productivity of between eight and ten per cent."

Originally based out of Safeway's Hume Distribution Centre, the Maxwell Transport Group has grown so substantially that they recently moved into a 15-acre site in Dandenong, Victoria.

Not only does the new facility house the Maxwell Transport Group, which today has over 50 trucks and trailers, but its two other entities: Warehousing Fulfillment Distribution Services (WFDS) and Maxwell Property Group. WFDS provide warehousing and logistics for a wide variety of third party companies and have over 12,000 square metres of warehousing on the new site, as well as warehousing capabilities in sites around Australia.

On the other side of the spectrum, Maxwell Property Group specialise in finding the perfect site for businesses and can take care of everything from purchasing the land to designing and constructing the building, before leasing or selling it onto the company. Specialising in local trips throughout

"I had been hearing rumours for some time about 53 ft trailers and was interested in the concept."

about 53 ft trailers and was interested in the concept. I approached a number of trailer builders but all they did was laugh at me and shut the door. Then I got onto Paul Vawdrey. Nothing was too hard for him, he simply got the Vawdrey engineers and VicRoads involved in the project and after six months, we found

reason. Paul was very proactive with this order and nothing was too hard," said Bill. Having taken delivery last August, the new trailers are proving to be a perfect fit for the fleet, with Bill pointing out that the drivers absolutely love the new units.

"The best part, though, is that compared to

HEAVY DUTY

Summer/Autumn 2007



Melbourne's metropolitan area, Maxwell Transport Group also provide customers with some country runs and limited interstate trips.

Having experienced such a phenomenal growth during the past seven years, the future is looking bright for Maxwell Transport Group and its related companies.

"I can see that all of our companies are going to grow organically and quite significantly during the next 12-18 months, but I definitely wouldn't rule out a strategic acquisition – especially if it opens up markets for us on the other side of Melbourne, or even in Sydney," Bill outlined.

And yes, Bill is already looking at acquiring further 53 ft trailers to replace some of the older trailers in his fleet.

"The new lot are going to have a few modifications on them, so it is just a matter of getting the designs approved and we will be off and running with the new order," he concluded.



Maxwell's new 53ft trailers feature SAF axles and suspensions, sourced from HDTE, and Kimax weighing systems ensure weights are kept under control.