

TRANSALLOY

Spring Newsletter

Did You Know...

James Freeland Leacock built the first ute in 1929 receiving a patent for it in 1930. He owned a farm in Glenfield NSW and wanted a vehicle that would carry his goods to market & still be able to comfortably sit his wife for the drive to church on Sundays

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SPRING CLEANING AT TRANSALLOY

Spring has sprung!!

And like the good girls & boys we are here at Transalloy, we've been doing a spot of Spring cleaning.

We've sharpened up our factory—and the workers in it! ;) We've done a spot of polishing in the office and we've re-vamped our now quarterly newsletter!

We even sent our boss Dave off for 6 weeks to have his squeaky knees oiled & cleaned, and look forward to welcoming him back on deck slowly but surely over the next few weeks.

Unfortunately the most stubborn of stains, was found in our work load!

Having been affected by multiple factors such as staff restructuring, the now unpredictable nature of our industry & supplier delays, it took a good nudge for a few weeks there but, we've had a good sweep & polish and are back on track!

That being said, we would like to sincerely thank many of our valued customers & their clients who remained understanding, patient and co-operative for their continued support.



*Spring is in the air!
Time to get cleaning!!*

We certainly have a great network of customers & look forward to continuing to work with you all!

*From the Team at
Transalloy*

MARKETING ADVENTURES—FORGING AHEAD IN 2012

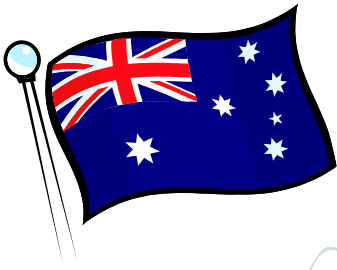
2012 is just around the corner so it's time to start preparing for the new year.

Transalloy will be hitting the market hard & fast next year with the vision of driving sales and with

a keen eye on customer satisfaction.

We'll be continuing our partnership with 2GB, offering more promotional specials across the board, as well as targeting specific markets.

So if there's something you'd like to see more of from Transalloy, why not drop us a line or send through an email - it's like having Transalloy tailor made to suit YOUR needs!!



*100% Australian
Owned,
Operated &
Manufactured*

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A LITTLE HEALTHY COMPETITION

There have been multiple new vehicle additions to the market over the last 6-12 months. We've seen the new line of Hyundai trucks introduced, the Volkswagen Amarok, the JAC truck range and, the Foton.

Here at Transalloy we have had the pleasure of working on two of these new releases, one in particular being the Hyundai truck's.

We are looking forward to continuing this work, as well as working with the remaining two in the near future, seeing what they will have to offer & to see what kind of an impact they will have on the more established brands on the market today.

As we always say here at Transalloy—there's nothing like a little healthy competition ;)

**KEEPING YOU
INFORMED**



We can provide tonneau covers & canvas or vinyl canopy covers & frames!!!



TRANSALLOY WILL BE CLOSED FOR
2 WEEKS OVER THE
CHRISTMAS PERIOD
DATES TO BE ADVISED SOON!!

Trading Hours:
Mon-Thu 7.30-4pm Fri 8-2pm

Call us for a quote today!!

PRODUCT OF THE QUARTER—SIGNATURE MKII ALUMINIUM TRAY

This quarter we're show casing our fancy side with our **Signature MKII** aluminium tray.

This tray has it all. It's strong, sturdy & good looking to boot—our heavy duty trays, distinguished & handsome older brother!

It's built with all the same components as our heavy duty tray (heavy duty floor, 260mm high reinforced drop sides, heavy duty locks & hinges, 65mm integrated pipe headboard with mesh and the option of flush or raised coamings) but it's the finer details that make it perfect for the tradesman when his reputation is on show.

The Signature MKII includes heavy duty integrated side steps, an upgrade to 40mm rope rails, colour anodized rope rail, corner & chassis brackets, a coloured stripe in the coaming (choice of colours on both striping & bracketry anodizing), our Signature-style tail light protectors AND a 3rd L.E.D brake light in the headboard or rear coaming!!

Want more???...A rear rack? Under body storage? Tonneau cover? We can quote you any of those things & more—just ask us! :)

The Signature MKII, it's built with class, and built to last.



Signature MKII (shown with optional extras): for the Tradie that wants a rugged working Ute tray, with the rugged good looks to match!