

# RELIABILITY MATTERS

RECOGNISED FOR ITS 'CAN-DO' ATTITUDE AND EXTENSIVE INDUSTRY EXPERIENCE, CHALMERS SERVICES ALL AREAS OF THE LOGISTICS LANDSCAPE.



Originating as a family-owned business, Chalmers was first established in 1882 by John McBeth Chalmers, who laid a strong foundation for the company in exceptional customer service. He aspired to build a business that displayed a competitive commitment to meeting customers' every request. Today, this philosophy and work ethic still underlies all business decisions, having been continued throughout the business by respective generations of Chalmers family and staff.

The company has pursued market leadership by providing a difference. That difference is its dedication to achieving a high level of service to all its customers.

Chalmers' services operate within the Melbourne and Brisbane markets of east-coast Australia, through locations situated at or near each port. Each city has purpose-built warehousing and hardstand facilities that assist in the fully integrated logistics solutions that Chalmers provides.

The company is divided into three main sectors: Container Parks, Freight Station Logistics, and Transport. The Container Parks division has been running since the early 1970s and provides a complete service by specialising in pick-up and delivery, substantial concrete and hardstanding storage areas, wash, repair, food-quality upgrades, powered FCL reefer storage pads, reefer pretrip, hidelining and sales containers.

The Freight Station is a single point-of-call for all customers' import and export needs, and can accept almost any type or size of materials and goods. Chalmers' warehouse facilities exhibit concrete floors and high ceilings for efficient mobility, as well as handling, storage and distribution solutions adapted to each customer's needs.

Chalmers answers all transport needs by owning and operating a fleet of over 100 vehicles, ranging between 8 and 105 tonne capacity. The fleet includes trays, tautliners, sideloaders, B-doubles, dropdeck and retractable trailers, autoloader trayliners and Super B-doubles (4 TEU capacity).

To thoroughly provide for each and every customer right across its broad range of services, Chalmers believes its responsibility is to offer a completely reliable service. To do so, it must strategically partner with suppliers that are going to demonstrate the same dedication to this company-wide value. "The industry is infamous for frustrating delays and service failures often caused by small incidents that appear relatively insignificant but which can snowball and cause ballooning costs down the supply chain," explains Laurie Pevitt, National Business Development Manager for Chalmers. "Management of these frustrations and failures is integral to total service delivery, and is vital to the reliability our company prides itself on."

Laurie believes that reliability is the great, intangible factor that is often overlooked if end users are using lowest price as the determining factor in logistic supply-chain decision making. "The entire chain has to have ►



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**LAURIE PEVITT**

reliability as the warranty to ensure the chain is not overstretched or completely broken,” he says. “Our philosophy is that we will probably never be the cheapest operator in the business, but we always strive to deliver the promises given, and allow our clients, contractors and suppliers peace of mind when it comes to the end result.”

As part of the entire supply-chain and logistics industry, Chalmers appreciates the need for competitive prices to keep everyone operating at peak efficiencies. “Having sufficient backup plans, support mechanisms and fail-safe strategies in

place are often the difference between containment of costs and the unwanted effects of cost blow out,” Laurie reiterates.

Being in the transport and logistics industry, 24/7 service is integral to any company looking to supply a service or product to Chalmers. “We can’t afford to have the wheels stop because of inability to have problems fixed urgently,” explains Laurie. “Commitment to long-term relationships and mutual development of service delivery is vital to our business. As far as suppliers are concerned, we must be totally confident

that we are all singing the same song and not drifting off on a tangent, which can unravel the entire process.”

The defining difference in Chalmers’ service and supply-chain management is attention to detail and the willingness to listen to customers’ needs. Laurie best summarises the company approach: “If the recipe is strong, proven and trustworthy, efficiency and uniformity of product can be relied upon. We must be reliable throughout the good times and the bad, otherwise our ability to sell our service will be limited.”

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