



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

The site houses not only the transport division, but also Bill's two other businesses – Warehousing Fulfilment Distribution Services (WFDS) and Maxwell Property Group. WFDS provides warehousing and logistics for a number of third party companies and has over 12,000 square metres of warehousing on the new site, as well as warehousing capabilities around Australia.

Maxwell Property Group, on the other hand, specialises in finding the perfect site for companies and managing the entire process – from purchasing the land to designing and constructing the building, before leasing or selling onto the company.

Specialising in local trips throughout Melbourne's metropolitan, Maxwell Transport Group can also provide customers with some country runs and limited interstate trips. Because of the rapid growth Maxwell has experienced, they recently placed an order for seven new trailers from Vawdrey. But these flat tops are not your average order. Instead of the usual 48ft, they are built to 53ft.

“We transport pallets for Chep Australia, and with our contract coming up for renewal we wanted to show we were a proactive transport provider and demonstrate how we would continue to provide more efficient service,” said Maxwell Transport Owner, Bill Maxwell.

“I had been hearing rumours for some time about 53ft 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 Vic Roads involved in the project and after six months we discovered 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 had to be kept under 19 metres and Kimax weighing systems had to be fitted to ensure weights were kept under control. Featuring SAF axles and suspensions and Ancra load restraints, Bill said that for the most part, he left the equipment decisions up to Vawdrey.

“We bought Vawdrey because it is a good product. We trusted that the running gear and equipment that they wanted to specify was chosen for a quality reason. Paul was very proactive with this order and nothing was too hard for him,” said Bill.

Taking delivery in August, the new trailers are proving to be a perfect fit for the fleet, with Bill adding that the drivers absolutely love the new units.

“The best part is compared to the usual 48ft trailers we can load at least an extra two pallet stacks on. This gives us an increase in productivity of between 8 and 10 per cent.”

With a fleet replacement program about to be started on their trucks, Maxwell are considering a similar program for their trailers.

“We are hoping to replace a lot of our units with new Vawdrey trailers. In fact, we are looking at getting some more 53ft trailers built as we speak. 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.”

Having experienced such a phenomenal growth in the past six years, the future is bright for Maxwell's.

“All of our companies are going to grow quite significantly over 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.”

*For more information contact Paul Vawdrey on 03 9797 3700.*