



WELCOME TO OUR WORLD

SERCO CELEBRATES 30 YEARS

Starting from humble beginnings in 1981 as “Vital Services”, Trevor Holcroft set out on a risky journey to start up a fibreglass vehicle body manufacturing shop. With hard work and attention to service excellence and superior quality standards, the business grew from strength to strength.

The name was subsequently shortened to SERCO to reflect the focus on service to the transport industry. The Company’s goal at that time was “Striving for Service Excellence” and today this is still the foundation the Company is built on.

Today the Company employs some 400 staff and has manufacturing and after sales repair divisions in Durban, Johannesburg and Cape Town, which are dedicated to providing, unsurpassed service and innovation.

SERCO has tailored its products to meet the demanding operating conditions of the local market and are South Africa’s leading designer and manufacturer of fibreglass refrigerated and dry freight vehicles.

Reflecting on achievements over the past 30 years, Trevor Holcroft, CEO of Serco, said he was very proud of the Serco team and thankful to all customers for all their support. “Without all of you we wouldn’t be where we are today as a leader in the specialist field of fibreglass vehicle bodies and trailers.”

Some of Serco’s proud achievements include launching the ‘Super Reefer lite’ a super light weight refrigerated trailer; obtaining an SABS ISO9000 quality listing; delivering vehicles and solutions to many valued customers in different industries and applications; being



Join us at the Johannesburg International Motor Show (October 8 – 16) at Nasrec

recognised by Merseta for training of staff; holding the respect of our suppliers; expanding our production and repair facilities to cover Durban, Johannesburg and Cape Town.

Past achievements however do not guarantee future success. Focus and commitment on understanding customers’ needs and ensuring we deliver on our promises are paramount. The competitive landscape and the demands of customers continue to challenge us to raise our game.

“In this light, Serco is taking the opportunity to revitalise and have redefined our core purpose to ‘**Delivering Great Products to Transporters**’. We intend to inspire our team and excite our customers into the future,” says Clinton Holcroft MD of Serco.

“Please join us as we celebrate our milestone at this year’s Johannesburg International Motor Show (October 8 – 16) at Nasrec (outside stand ODTI – A019). A number of exciting developments and activities are planned as we gear up for 2012 and beyond.”

SERCO INSULATED AND DRYFREIGHT TRUCKS AND TRAILERS

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SERCO'S AFTER SALES SERVICE TAKES CUSTOMER CARE TO A NEW LEVEL

Serco, preferred suppliers for Shoprite Checkers, conducted a national inspection of the premier South African supermarket chain's trailer fleet earlier this year to establish whether any features could be improved to offer better durability.

The inspection – just part of the added value provided by Serco to continuously identify ways to improve its vehicles – revealed two areas of concern which demanded urgent attention.

The first was that the trailers rear door frames and light boxes were suffering significant damage when loading at Shoprite's Midrand DC.

Serco's Tony van der Maat, with input from the company's technical team, put a proposal together to modify the trailer rear section and tested the concept on an existing unit. The results proved the modification was successful. Further the rear light box was changed to a bolt-on design to facilitate easy removal and replacement for more efficient future maintenance.

In addition Serco introduced two heavy duty horizontal steel roller buffers which were fitted to the re-enforced rear section of the chassis. On top of all this dock rubbers at Shoprite's DC were repositioned to ensure trailers made contact directly to the newly re-enforced rear sections. The highly satisfying result has been reduced damage and maintenance for the trailers.

The second area of concern was at Shoprite's KwaZulu-Natal DC where it was discovered that front trailer suzis and the header plate were suffering damage during shunting. A reason for this was that the shunting trucks 5th wheel were higher than the truck tractors in the fleet, which resulted in impact when hitching.

Serco reinforced and increased the elevation of the front tapered lead on to raise the header plate thus ensuring there was additional clearance during hitching. The result of the refinement was once again reduced damage and less maintenance – this time to the front of trailers!

Previous improvements introduced by Serco include its imported Whiting roll-over door which proved to be a great success, showing improved durability in comparison to what was used previously.

Gawie du Toit, General Manager, Transrite – Shoprite's Transport Division, said he was very pleased with the modifications Serco had made to the trailers. **"The modifications have been very practical ones resulting in gains for our company through a reduction in both damages and maintenance."**

"We enjoy the after sale service care Serco provides and appreciate its concern about always looking for ways to improve their units."



Nico Lessing from Transrite and Tony Van Der Maat from Serco inspect the new trailer modifications

Thumbs up from Sasko Bakeries for the new design Serco Breadbody

Serco's Cape Town division has created a new design lightweight truck body for Sasko Bakeries, offering increased carrying-capacity and the potential of improved fuel consumption.

The single layer glass fibre glass reinforced composite skins on the body also make for easy and low cost repairs.



Serco's new lightweight bread body



Reinforced single skin composite panel

With the advent of the lightweight body, the interior of the 5m rigid has increased in size providing more space and allowing room for an extra 48 crates ... and thus an additional 480 loaves of bread!

The major difference in design of the trucks is that a single glass fibre skin has been used in the construction as opposed to the previous double-layer bonded to plywood. This has meant a significant weight-saving as well as an improvement in durability because of the absence of the wood: which can corrode over time.

The structure has been reinforced with stainless steel top-hat sections on the sidewalls and across the bulkhead.

Arno Lourens, National Technical manager for Sasko, said they were very pleased with the new bodies and would almost certainly be acquiring more from Serco in the near future.

"Without a doubt it's the smart way to go and it's the path we at Sasko have chosen. Even with the extra loaves of bread the 5m unit is able to carry, it is still 340kg lighter than its predecessor which was slightly shorter.



The state-of-the-art Serco refrigerated trailer for WFS based at Dube Tradeport, Durban. The trailer is hitched to a (Euro 5) Man TGX 26.440 truck. Pictured are Lynn Vergos of Serco and Darryl Wilkinson, maintenance manager at WFS

Air cargo handling company buys unique Serco trailer

Worldwide Flight Services (WFS) South Africa has bought a state-of-the-art multi-temperature refrigerated trailer from Serco which it is using to transport freight landing in containers at Durban's King Shaka Airport to destinations throughout the country.



The pneumatic roller floor

The trailer, sporting Dube Airoad signage is designed to take a multi-temperature load with a PVC sliding partition and a split evaporator mounted at the rear of the vehicle.

The 28-pallet trailer was custom-built by Serco for WFS SA and has a variety of high-tech special features including Hydraroll – a pneumatic roller floor for easy loading and offloading of air freight containers. The roller floor is the first of its kind in Durban.

The chassis is fitted with air ride suspension as well as an electronic braking system (EBS) with anti-roll stability. The EBS brings operational benefits including opti turn, automatic driving height selection, opti-load, single lift axle control and traction assistance.

Also fitted is the IKHAYA remote temperature monitoring system which has been developed locally and is a GPRS based system for monitoring temperature in the trailer.

Mike Stewart of WFS SA was thrilled with its new acquisition which will initially be used to transport perishable goods between Durban and Johannesburg but will later go on routes throughout South Africa. Stewart, previously based at WFS at Heathrow in England, was tasked about 15 months ago with launching the WFS SA branch at Dube Tradeport. "We are in a partnership with the Dube Tradeport in this logistics venture which will use Airoad branding. We've invested in trucks and believe there's good business here. Stewart said WFS was the biggest air cargo handling company in the world and the Dube Tradeport branch was its first in Africa.

SERCO FINDS SOLUTION FOR DELIVERY CHALLENGE ON ABI VEHICLES AND WINS NEW ORDER

Serco proved its problem-solving capabilities recently when tasked by Amalgamated Beverage Industries (ABI) to upgrade a trailer configuration which would cater for their new loading and delivery requirements.

ABI was in the process of transforming their existing loading and delivery operations to rear-accessed, closed body trailers, with the objective of improving labour efficiencies. ABI's existing vehicles are predominantly side loaded and labour intensive.

Serco's task was to supply vehicles to meet this requirement.

The challenge however was also to accommodate battery-operated 'walk behind pallet jacks' and tail lifts which had to be charged during loading and drop offs independently from the truck tractor as well as to cater for a long-haul interlink combination for DC haulage using a 6x4 which could also be used individually for end user deliveries with a 4x2 truck, whilst re-charging the batteries of the pallet jacks and tail lifts.

Serco met the challenges by:

- Developing a trailer combination which could cater for the optimized payload and volume required. This was achieved by careful weight distribution studies and manufacturing experience.
- Designing the interlink trailers to accommodate tail lifts with a 3 ton capacity to lift cargo as well as the 610kg motorised pallet jacks, both with extended 2.5m platforms, while ensuring sufficient clearances between the linked trailers.
- Developing a unique system to charge the tail-lift and 'walk behind pallet jacks' while in transit independently of the truck's alternator. This would maximise flexibility for ABI who often use external hauliers, so upgrading truck alternators was not an option. This was achieved by using innovative technologies and developing a drive system run off the trailer's axles to safely charge the apparatus and deliver sufficient amperage for the equipments requirements.

"The final result is a flexible trailer/delivery solution which allows ABI to revolutionise their delivery culture", says Tyrone Deyes of Serco.



Serco's new trailer combination for ABI

DOCKLEVELLER

Serco's Trailer plant in Durban has recently invested in a free standing ramp and Dockleveller to allow for easy off loading of materials from supplier vehicles and shipping containers using a forklift.

Off loading can now be done in half the time it previously took without the Dockleveller. With the press of a button the Dockleveller will adjust to what ever height the vehicle or container stands above or even below the ramp. The Advantage of the free standing ramp and Dockleveller, is that it can be unbolted and moved to a new location if need be. Efficiency is Serco's goal in achieving customer satisfaction.



Serco's newly installed dock leveler improves offloading efficiency

Riaan Manser, solo adventurer, to be guest speaker at Serco's 30th anniversary

Earlier this year Riaan Manser, presented his amazing adventures at Serco's 'Be Inspired' customer breakfasts, this was after having spent a week staying in a Serco trailer at sub zero temperatures to raise funds for his 'No food for lazy man trust'. On 27th March 2011, he left his solo title behind and headed to the frosty Icelandic sea with his new paddling partner Dan Skinstad. The pair left with 2 missions – 1 to circumnavigate the island of Iceland, becoming the first African's to do so and 2 to make it a journey of inspiration. As if conquering a dangerous foreign coastline with nothing but a kayak and a paddle is not inspiring enough, how about doing this with cerebral palsy, a condition Dan has endured all his life.

Their extreme adventure included enduring several months of sub zero temperatures, being bombed by giant skuas, negotiating life threatening landings and barriers of 15ft waves. The exciting news is that they have just completed their journey and returned to South Africa, just in time I might add to watch the rugby world cup.

Riaan will be guest speaker at Serco's 30 year anniversary customer evening to be held in October at the Johannesburg Motor Show, where he will share his latest adventure with all of us. This will be an event not to be missed.



Riaan Manser paddling his kayak in icy waters

EMPLOYEE ACHIEVEMENTS:

We would like to congratulate the following employees on their achievements:

Deshan Chetty, Lindane Vusi Gwala, Lewellyn Aidan Govender and Yaseen Haniff for successfully obtaining their Forklift Licences.

To Cliffy Chetty, Lloyd Pillay and Deshan Chetty for successfully obtaining their Level 1 First Aid Competence Certificates.

NEW APPOINTMENTS – DONAVAN BRENT

We welcome Donovan Brent as General Manager for Serco's Gauteng operation starting 1st of July. He has a national diploma in engineer with over 10 years manufacturing experience in the motor industry. We wish him success in our business.

