

No system overload

CNC CARTAGE LIKES DOING THINGS THE MODERN WAY, FROM USING INNOVATIVE FLEET SOFTWARE SYSTEMS TO THE LATEST IN CRANE TECHNOLOGY. IT'S WHY THE TIMBER AND BUILDING MATERIAL TRANSPORTER NOW USES **HMF CRANES** ACROSS ITS FLEET.

Celebrating its 20th year of operation, Queensland-based CNC Cartage has built a solid reputation for transporting construction products to building projects and hardware businesses throughout Brisbane and surrounding areas, from Gympie to Toowoomba and in to New South Wales. The family-owned company likes doing things efficiently and taking advantage of all the latest in technological advancements. "We prefer not having any kind of paperwork to worry about," emphasises Chad Brown, Director at CNC Cartage. "We want to be a business that uses the latest in technology, from smart phones and iPads to the equipment used on our trucks." According to Chad, CNC Cartage currently uses fleet management and mapping systems GeoOp and TomTom, which help monitor where deliveries go and track delivery times and driver locations during

normal operating hours. In fact, each driver is instructed to take photos of just about everything they encounter, including photos of the products being picked up and loaded, to it being delivered to the customer's site, and pictures of the property. Everything is captured and documented online and with good reason.

"Over the years, I've discovered that the most important thing in transport is proof of delivery and making sure we cover our backs, so it's all digitally logged," he explains. "For instance, if a customer says we didn't deliver on time, didn't deliver the whole consignment, or they allege that we damaged property, then we can double check our records on what may have gone wrong, or a process we may be able to improve, or simply prove that our drivers had nothing to do with the issue. Having digital technology plays an integral part

of our business and improves efficiencies, helps with invoicing and analysing service data. It also means our customers can have

Fast Fact

West-Trans Equipment is a long established specialised heavy vehicle body building company with head office located in Mulgrave and branches in Brisbane, Melbourne, Perth and Prestons in Sydney's northwest. For 25 years, the company has been leading the design and manufacture of skip-loaders and hooklifts for the waste industry. West-Trans Equipment is also the Australian distributor for HMF Cranes.

peace of mind knowing we are prepared to use innovative equipment to get the job done."

CNC's focus on technology is the reason why two years ago Chad and his team started using HMF Cranes, supplied Australia wide by West-Trans Equipment. "We were in the midst of replacing older trucks with newer models, so we thought, why not purchase some new cranes too," he recalls. "Since then, West-Trans has supplied us with seven HMF cranes, including the most recent one, a HMF 1520 Series."


Chad says the cranes have been a hit with the drivers. "The HMF 1520 is equipped with a user-friendly speed control that increases the cranes lifting capacity," he says. "The system is activated when the load moment of the crane approaches its maximum capacity and therefore optimises the driver's ability to finely adjust the movements of the crane.

"The crane can also lift into tight areas, which is effective on many of our customers' smaller yards. Up to now, we haven't had any issues with the seven HMF cranes purchased, with minimal repairs and faults being experienced. In terms of its design setup, all hose connections on the cranes are concealed and don't impede the unit's progress when it's being used. We won't use anything else if things continue as they are."

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2016 also marks the 20th anniversary for CNC Cartage, a company Chad started when he was just a teenager coming out of high school. "I wanted to get into transport and ended up buying a truck and picking up and delivering timber to various building and construction projects," he says. "Back then, I was very much on my own, working very long hours with just the one truck and didn't have a dedicated sales team to promote my brand. But I stayed with it because I enjoyed the job and doing my bit to help the timber industry." With the business now set up, his own transport yard that houses up to 18 trucks fitted with mostly HMF cranes, and a team of 22 drivers, including sub-contractors, Chad could be forgiven for taking a step back and basking in the success of his accomplishments, but that would be an injustice to how far CNC Cartage has come.

"I know our identity as a business, and that's being a specialised crane transporter of timber and also providing storage support for our customers," Chad says. "That's why I like dealing with companies like West-Trans Equipment, since they treat our business well and the HMF Cranes they supply have given us great value and a significant return on costs, while meeting all OH&S guidelines.

"But more importantly, I like to move with the times and keep abreast of the latest trends in business and technology, and CNC Cartage is a reflection of that." 

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