

Ready to launch

AFTER 20 YEARS IN THE AUSTRALIAN MARKET, ITALIAN TOW COUPLING SPECIALIST **V.ORLANDI** IS ESTABLISHING ITSELF AS A LOCAL PLAYER DOWN UNDER, WITH NEW WAREHOUSES, PRODUCT TRAINING AND SYSTEMS READY FOR THE LAUNCH.

V.Orlandi has had its Australia-specific catalogue of trailer equipment available in the country for over two decades. Now, the company is setting up shop locally, a move that V.Orlandi Australia General Manager, Simon Tortorici, says is a strategic effort from head office to improve access and backup for Australian trailer builders. "V.Orlandi is expanding the brand across different market segments and business types to increase its potential and improve the opportunities for trailer builders in Australia," Simon explains. "V.Orlandi has been in Australia for 20 years, so we are very confident about our product offering for this market."

The company's Australian range includes the popular 50mm tow coupling, which Simon says has been developed for Australian conditions and improved as the market evolved. "What we have now is a bulletproof product in terms of longevity and performance, which we will be able to offer from our localised outlets," Simon says – revealing that warehouses have already been set up in Melbourne and Perth, with another opening in Sydney by mid-year and a Queensland location on the cards before the end of 2016. "Localising means product availability will no longer be an issue, and customers can get their hands on the components a lot faster," Simon says – adding that the



EH550 Pacific 50mm coupling

main reason why V.Orlandi has decided to establish its own presence in Australia is to pass information and product knowledge on to builders and end users. "We will be able to show that, as a company, we are very focussed on providing information and service to the Australian fleets. We will be working with distributors and OEMs to explain the features and benefits of the V.Orlandi products," says Simon. On a workshop level, he explains that the V.Orlandi product training will revolve around service and maintenance, so mechanics working with the components can understand how to get the most out of the couplings to benefit from cost savings across their fleets. "The V.Orlandi tow coupling is a unique design that can save a lot of time on maintenance and downtime cost, which is a critical point across countless companies," says Simon. "Product training for distributors will be to pass on all the know-how about the product and how they can support the end customer." Simon adds that the additional product

Fast Fact
V.Orlandi is developing new products for the Australian market, including a 500tonne coupling known as the Hercules. "We are currently working with a mining fleet to test an upgraded version of the Hercules and use its feedback to make improvements. That's the commitment V.Orlandi wants to show to the Australian market," says V.Orlandi General Manager, Simon Tortorici. "The Hercules is part of our extensive range of manual and automatic drawbar couplings, eyes, tow bars, ball-races and fifth wheels all specific to the Pacific region."



V.Orlandi CEO, Gianpietro Mascialino, and V.Orlandi Australia General Manager, Simon Tortorici

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information, training and backup will be the biggest change that current customers of the V.Orlandi product will experience from the brand's localisation strategy. "OEMs and trailer builders will be able to deal directly with V.Orlandi and through this, the relationships will become stronger as we satisfy their needs," says Simon. Part of strengthening the relationships

is continually adding to the catalogue to meet the changing needs of the market, as Simon recently experienced with the increasing uptake of the Performance-Based Standards (PBS) scheme. "Our longstanding 50mm coupling has been continually developed to add new features and make sure it suits the applications," Simon says. "We looked at the PBS scheme



EH524 tipping axle coupling

and its new combinations, and improved our products to be the best suited to those requirements. It's one way we show our commitment to the Australian market." The updated 50mm coupling suits truck and dogs as well as road trains, boasting a d-value rating of 330kN, which Simon says is the highest available in the country. "At 42kg it's also the lightest in the market, which is a perfect combination for all the new PBS trailers," he says. "We've also added safety features, including automating the system and adding audible and visual warning alarms that give feedback if the coupling is open, closed, in a jack-knife position or at maximum extension of articulation." Although Simon admits that there is a 'completely different' expectation between V.Orlandi's home office in Europe and Australia in terms of payload, composition and environment, he affirms that every component offered to Australian customers has been tested to ensure product performance. "After 20 years, we believe we have enough experience in this market to know that our product is the best suited to the job. Now, we're making it easier for more operators to benefit by establishing ourselves locally."

Contact
V.Orlandi
Web: www.orlandi.com.au

