

# STEELBRO

CONTAINER HANDLING SOLUTIONS



**The world's best valued sidelifter.**





## ABOUT US

**STEELBRO is proud of its long history of quality transport solutions and design innovation.**

### The World's Best Valued Sidelifter

STEELBRO NZ manufacture the world's best valued, self loading container trailer or sidelifter. The sidelifter is specifically designed for container transportation and placement. Since 1979 when STEELBRO first committed its resources to developing the sidelifter concept, STEELBRO sidelifters have become synonymous with efficient container handling and good engineering.

### Established in 1878

Right from the company's outset in 1878, STEELBRO's objective has been to produce innovative high quality solutions for the transport industry. This is still the same today. Our goal is to maintain this philosophy and retain all the hallmarks that have led to over 130 years of success.

### Superior Quality

An uncompromising approach to superior quality and investment in research and development constantly drive STEELBRO's engineering efforts. The STEELBRO sidelifter you see today is the result of a long process of consultation and development

between our design team, customers, suppliers and specialist consultants. STEELBRO is committed to using the only the very best quality materials and components. Global supplier partnerships have been developed with world recognised manufacturers such as Hella, Kubota, Parker, Sauer-Danfoss and Hendrickson. This ensures world-wide parts availability, service support and customer satisfaction.

### Efficiency and Cost Savings

STEELBRO sidelifter technology is revolutionising the way transport companies manage their workloads. The sidelifter's ability to shift containers between a number of transport systems, for example, truck to train and truck to truck means operators can save time and maximise the efficiency of their businesses. The ability to load and unload containers on the ground also increases efficiency and safety for operators. To most organisations this means costs savings and an increase in bottom line profits. If you haven't considered the possibilities offered by STEELBRO sidelifter technology, you might be surprised by the opportunities available to develop your business.

# THE WORLD'S BEST VALUED SIDELIFTER

### World Leaders - Superior Design and Manufacturing Excellence

STEELBRO are world leaders in the production of sidelifters with an international reputation for superior design innovation and manufacturing excellence. The STEELBRO head office and manufacturing site is in Christchurch, New Zealand, yet STEELBRO also has factories in Tianjin, China and Kuala Lumpur, Malaysia - manufacturing to the same high quality standards that is the STEELBRO hallmark. The three facilities comprise the company's primary manufacturing operations, but they also use a global network of service providers. Final assembly often takes place in markets across the globe to ensure maximum efficiencies, and best valued product for the end customer.

### Stringent Quality Standards

A dedicated team at STEELBRO are committed to the stringent maintenance of quality standards across the manufacturing centres and follow a strict programme of continuous improvement.

### Superior quality materials and components

STEELBRO is committed to using the very best quality materials and components in their equipment. They perform detailed assessments on each supplier, ensuring that consistently high standards are met. STEELBRO chooses high strength steels with superior fatigue toughness from a selection of world class steel producers. The material is hardened rapidly by cooling the red hot metal, followed by lower heating and slow cooling to eliminate brittleness. The result is

a super-tough steel - the strongest and lightest material and the best possible choice for STEELBRO's cranes and chassis.

### 133 Year Success Story

STEELBRO has a long history of success. Founded in 1878 in Christchurch, New Zealand, the company has become a dominant force in the global commercial transport industry exporting to over 100 countries.

### Innovation is Key

A positive research and development drive has been the key to helping STEELBRO stay ahead of the game. Reduced tare weights, increased speed of operation and low manufacturing costs are important. Other requirements include safety, reliability of componentry and modularity of sub-assembly design. STEELBRO focus on developing improvements in material selection and manufacturing technologies.

### Superior Safety

STEELBRO offer the best safety control system in the world.

### Best Cost of Life

Designed for best service intervals, low maintenance, low running costs and high resale value, STEELBRO sidelifters offer an overall low cost of ownership and therefore best price per container moved for the consumer.

### Warranty and After Sales Support

STEELBRO make a concentrated effort towards supporting the needs of their customers globally and now offer a 36 month warranty on crane structure.



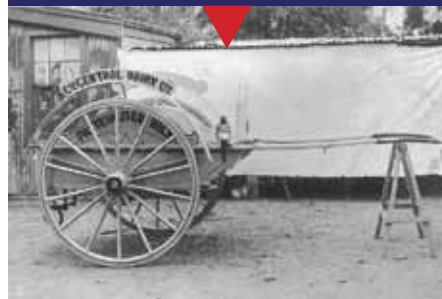




## HISTORY

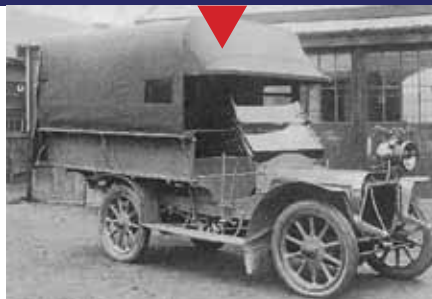
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1878



Brothers Joseph and David Steel started Steel Bros. Coach Factory in Christchurch New Zealand with just £5 capital each. Although competition was fierce, there was great demand for high quality horse drawn wagons, coaches, gigs and drays. By 1895 Steel Bros. employed 22 staff and had developed a reputation for producing "carriages of an extremely high standard".

Circa 1900



Steel Bros. took their first tentative steps into producing 'motor carriages'. The company's first commercial body building orders were for delivery trucks.

Circa 1930



By the 1930's, the company was in full swing designing and building motor bodies. Chassis from vehicle manufacturers such as Austin, Dennis, Whippet, Bedford, Chevrolet, Hudson and Leyland all passed through Steel Bros. workshops.

1939 – 1945



W.W.II provided further impetus to Steel Bros. The Company even received wartime Government contracts for grenade castings and concrete mixers. Staff numbers grew as did new engineering skills.

1946 – 1960



Throughout the 1950s and 60s Steel Bros. grew to become New Zealand's leading motor body building and engineering company. Staff numbers reached 90 and the company had several large manufacturing plants in both Christchurch and Auckland. Steel Bros. began to export initially to Fiji and then to other South Pacific countries.

1967



In 1967 the first Toyota Corona to be assembled in New Zealand came off the production line. Steel Bros. were at this time well experienced in this area, having assembled over 5000 truck cabs and bodies over the ten previous years including 80% of the rubbish trucks made in the country.

1970 – 1980



Steel Bros. was at this time a very large and well-respected business. As well as building truck bodies, now assembled an increasing range of Toyota cars. The company also designed and built transport solutions including trailers, semi-trailers and built the Lotus sports car. Steel Bros. exported to the Pacific, South East Asia and the United States.

1980 – 1990



In 1983 a fundamental change occurred. The New Zealand Railways system was deregulated and road transport operators were relieved of the restrictions under which they had previously been forced to operate. STEELBRO (as the company was now known) began to wind down its vehicle assembly and motor body building business and concentrate more on the production of trailers - and one other ground-breaking product.

1990 – Present



Innovative design, high quality manufacture and excellent value for money has made the STEELBRO Sidelifter the preferred option for operators around the world. The effect of the Sidelifter's success on STEELBRO was so profound that the company decided to concentrate on trailers, container trailers and Sidelifters. Today, STEELBRO is a major supplier of transport solutions to the global commercial transport industry and is committed to its goal of offering the world's best valued sidelifter.





Road transfer

## SIDELIFTER APPLICATIONS

**The Sidelifter is the most versatile and cost effective piece of equipment for loading containers on the ground.**

There is no other way of delivering and retrieving containers that matches the accuracy and precision of Sidelifter container loading technology. Container transfers can now take place anywhere that is safe and convenient. This can be at rail yards, transportation depots or any suitable rail siding.

STEELBRO Sidelifters can transfer containers to other trailers, trucks and trains, or onto the ground, where they can also double-stack containers. Container loading and unloading can take place on the ground, reducing the risk of injury. Waiting time for other lifting type machinery to become available is eliminated, as is the need for expensive ground preparation. This not only saves money for the transport operator; it also saves time for importers, manufacturers and distributors. From sole transport operators through to fleet managers and logistics companies, there is nothing as cost effective or efficient as a Sidelifter.

### Road Transfer

With STEELBRO Sidelifters, operators can easily load containers onto companion trailers. This means as well as hauling its own containers, a STEELBRO Sidelifter can load and unload whole convoys of containers without the need to relocate independent heavy lifting equipment.

Operators have the ability to transfer fully loaded

containers, without the need to wait for other lifting type machinery to arrive or become available. This eliminates the cost associated with leaving trailers on site and increases the opportunities for the number of pick-ups and drop-offs in each cycle. It can also free up staff and equipment for other tasks, thus increasing efficiency and reducing operational costs.

Another great advantage to transport operators is the capacity to deliver loaded containers to the importer/customer on the ground for them to unpack in their own time, leaving the transport operator free to attend to the next job. In some developing countries, trucks often operate in convoy due to traffic congestion, which means that compact and adaptable Sidelifters have become very useful loading tools – wherever this function may be required. Trucking fleet operators and logistics companies world-wide are now realising the practical and economic advantages of this capability and are adding Sidelifters to their fleets.

### Rail Transfer

With a growing trend towards rail transportation, this intermodal capability is creating huge demand for Sidelifters as a useful and economical alternative to less versatile container lifting and loading equipment.

The STEELBRO Sidelifter is ideal for rail transfers because it doesn't require a lot of expensive

infrastructure, just enough space to load or unload from rail wagons.

Goods or produce can be loaded directly into containers on the ground at the point of production and transported quickly to the railway siding. No need for double handling.

In larger depots, where containers are already unloaded for pick-up, the Sidelifter's independent loading ability means that containers can be cleared fast.

The Sidelifter can even be used as the primary intermodal tool, unloading containers from the rail wagons and then onto other trailers. A STEELBRO Sidelifter provides a simple and versatile solution, regardless of the size of the rail operation.



Rail transfer

### Military Cargo

The ability to self-load and unload a container eliminates the need for forklifts and other heavy equipment to be available at both ends of the container's route.

STEELBRO Sidelifters are used for loading munitions and moving items of artillery during peacetime exercises. In times of conflict, its versatility really comes to the fore.

Working at railheads, weapons dumps, or military hospitals, Sidelifters enable supplies and support material to be moved quickly and safely in modules varying sizes from 20' to 48' in length and capacity up to 45 tonnes.

In fluid battlefield conditions, Sidelifters have been proven as a quick and flexible solution for deploying equipment, munitions and supplies into strategic areas.

Some military usages include containers that have been rigged to carry motorcycles, small assault vehicles

and quads, consolidating unwieldy equipment and the manpower needed to transfer them into a single easily stored and conveyed container. The STEELBRO Sidelifter arms can be folded down, or to the side, to lower the overall height for air transport in aircraft - C130 Hercules capacity and above.

STEELBRO manufacture a range of Sidelifters that will meet the logistics requirements of any modern military organisation. STEELBRO Sidelifter technology provides a dynamic and flexible delivery solution for military planners and operational commanders, and can operate in the most extreme situations and environments.

### Emergency Response

For peacetime deployments and emergencies, STEELBRO Sidelifters are ideal for quickly moving specialist containerised units where they are needed most. Fire fighting services benefit from containers that are prepacked with equipment needed for certain situations. Humanitarian relief projects have also benefited greatly from Sidelifter technology. Similarly, STEELBRO Sidelifters can be of great assistance in disaster relief situations where infrastructure has been compromised.

### Specialised Transport

STEELBRO Sidelifters have been used in a broad range of Industries and markets for the transfer of loads other than shipping containers. For the mining industry these include fuel tanks and portable buildings, and mobile workshops plus containers modified to dump materials from the base. In the forestry industry, Sidelifters have lifted logging cages and following the February 2011 Christchurch earthquake, STEELBRO Sidelifters were used to deliver water tanks to the Christchurch CBD and suburbs.



Military Cargo



## PRODUCTIVITY GAINS

STEELBRO Sidelifters increase your capacity to move more containers quickly and safely. The innovative container sidelifers help improve efficiencies, saving time and increasing productivity.

### Maximise container movements per day

Containers can be safely transferred to the ground in just minutes, increasing efficiencies and productivity.

### Minimal equipment and operators required

The trailer driver can unload the container in minutes on his own, moving 20ft and 40ft containers using the same piece of equipment. There is no need for additional equipment or personnel, so saving on additional costs.

### Proven Dependability

The STEELBRO sidelifter is tough, reliable and requires limited maintenance. It also handles container movements on any terrain including low cost dry terminal.

### Safely handles hazardous, fragile and valuable cargo

Differentiated cargo can be loaded and unloaded without disruption to the client's business. The side loader action allows containers to be safely placed exactly where the client requires it, for ease of access to load and unload as required.

### Containers can be transported anywhere, anytime by road

This 'self contained' side loader trailer is able to operate without the support of other equipment at load and

unload points, enabling containers to be transported easily by road.

### Double Stack Containers

Sidelifter trailers handle containers in areas where space is limited. The container side loader quickly and safely stacks 20ft and 40ft fully loaded, hazardous and fragile containers on top of each other.

### The container (and not the trailer) is left with the customer

Without a Sidelifter, a trailer is often left with the customer - an unproductive use of equipment. The Sidelifter can be productive all day, loading, transporting and unloading containers then moving onto the next job. There is just one piece of equipment to manage and maintain, reducing your operating costs.

### Containers can be transferred by 'trailer to trailer' or 'trailer to train' for intermodal versatility

### Back up support during accident rescue and specialised cargo handling

Sidelifter trailers can transport more than just containers. They can handle up to 45 tonnes of cargo, industrial equipment, special vehicles and specialised containers e.g. fuel, portable buildings etc.

## BEST VALUED SIDELIFTER AROUND THE WORLD

In over 100 countries, from Sydney to San Francisco, operators across the globe have embraced the versatile and efficient benefits of the STEELBRO sidelifter.

The superior technology and durability of the equipment combined with exceptional customer service are just some of reasons why STEELBRO sidelifers are so popular worldwide.

STEELBRO is renowned for its worldwide expertise. No matter where in the world the equipment is used, STEELBRO is committed to ensuring that units are commissioned expertly, operators are trained correctly and spares, service and friendly helpful advice are easily available.

STEELBRO units operate in the harshest of conditions e.g. working in the Arctic cold of a Faroe Island winter or in the 45° degree heat of a Caribbean island.





## STRATEGIC PARTNERS

**The whole is enhanced by the sum of its parts.**

STEELBRO is proud to be associated with internationally recognised manufacturers, ensuring commitment to quality, availability and support.

### PARKER HANNAFIN Limited

STEELBRO has been proudly associated with PARKER HANNAFIN Limited and its Enzed Network for over a decade. During this time, our partner has provided us with innovative solutions, such as the Parker EO2 fittings, which are the latest in soft-seal dry technology. This specific component allows us to achieve the 6000psi pressure ratings on our Sidelifters.

Another example of our dynamic partnership was the creation of abrasion resistant 381 tough cover hoses. Our engineering team came up with the initial concept designs and Parker manufactured these important components at its Mt Wellington plant. We now use these Parker long lasting hoses, which make our products even tougher. Parker is a global company, a feature which has means that parts are readily available worldwide.

> <http://www.parker.com>

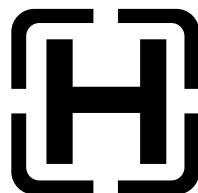


### HENDRICKSON

HENDRICKSON - The suspension specialist, draws on over 75 years of development experience to provide a wide range of truck and trailer suspension solutions for the commercial vehicle industry world wide.

For almost 2 decades, Hendrickson Asia Pacific has been a proud supplier to our trailer production facility, with innovative designs, which provide optimum rollover stability and lower operating costs. These features are further enhanced in the Intraax axle brake and suspension range. The lightweight 10 tonne capacity AANT230 suspension, through to the 13 tonne capacity AA300ETD offer a total trailer axle and suspension package to suit markets around the world.

> <http://www.hendrickson.com.au>



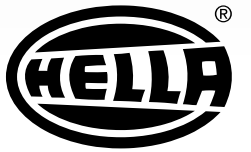
### HELLA LTD

Our three decade association with HELLA Ltd has reached new heights with the introduction of Hella's unique range of multivolt ultra-durable LED signal and marker lamps. These provide a safe high-tech lighting system for the STEELBRO self loading trailers.

The LED signal and marker lamps are cost-effective and provide a genuine "fit & forget" solution.

As world leaders in our respective technologies Hella and STEELBRO have demonstrated the genuine sales and marketing benefits of combining the two products for a safe and low maintenance system.

> <http://www.hella.com>



### KUBOTA

With over 125 years technical experience and continuous research, KUBOTA is a veteran in its field with a proud history.

The V2403-M, four cylinder 2.4 litre engine is emission compliant with all the latest pollution regulations (U.S EPA Interim Tier 4 and EU Stage IIIA). Proven reliability and performance in the stop/start application helps makes the V2403-M the flagship of 03 series and the choice of many original equipment manufacturers around the world. It is not surprising therefore that STEELBRO chose to fit machines with Kubota engines and have a successful two decade partnership with the environmentally conscious organisation.

The STEELBRO sidelifter application calls for reliable starting performance, and fast load pick up, to deploy the sidelifter stabilisers for rapid loading and unloading of the container.

Kubota, like STEELBRO, has a global commitment to stable supply and excellent after sales support through its "World Wide Service" network.

> <http://www.kubota.com>



### DANFOSS

SAUER - DANFOSS supplies comprehensive mobile hydraulic solutions as either components or integrated systems. The Sauer-Danfoss advanced PVG proportional control valves are ideal for our machines and meet our requirements precisely. The sophisticated features of the PVG32 ensure that every movement made by our machines is fully independent of other simultaneous movements. The PVG 32 valve gives the operator full proportional control of the machine and allows the operator to move their load quickly when required or very slowly to position the load precisely.

> <http://www.danfoss.com>





## The world's best valued sidelifter

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