

BIG RIGS TRAILER FEATURE

Thousand trailers to Semi Skel

Proud milestone for Barker

SEMI Skel Hire and Barker Trailers came together last week to celebrate the delivery of the 1000th trailer to the Semi Skel fleet.

Semi Skel owner Geoff Kelly spoke passionately about growing his business from a few trailers to achieving 100 units, then 200, 500 and now 1000.

He emphasised the importance of family – not only his own who work alongside him in the Semi Skel business, but also the relationship with Barkers – to create an environment where people really care about the customer.

It's about knowing when to say 'yes', and then working out how to get it

done, he joked with the audience.

Semi Skel has become one of the main semi-trailer hire businesses in Victoria, especially Melbourne.

Geoff suggested much of its success came down to finding a solution for a customer, often urgently, more than just the trailer itself.

Asked often about plans to expand interstate, Geoff only said it would be done when he was sure the customer service could be maintained.

Scott Barker echoed Geoff's words, highlighting that while business could go up and down, through the years there had been a number of memorable occasions when each



CONGRATULATIONS: A cause for celebration with the delivery of trailer number 1000 to Semi Skel, a new, slightly tweaked Barker logo sitting proudly on the Attards printed curtains. PHOTO: CONTRIBUTED

business had supported the other.

The 1000th trailer, a Barker 45' flat deck curtain-sider, was emblazoned with "Congratulations Semi Skel Hire Pty Ltd – 1000th Semi

Trailer".

A new, slightly tweaked, Barker logo sat proudly there too on the Attards printed curtains.

The companies brought a significant number of their

workforce along to the event and it was hard to miss the sense of hard work equalling reward for both businesses.

As a final touch, the standard Semi Skel fleet number at the trailer's nose,

usually black, was this time placed in gold.

Barker Trailers continues to surprise the market, building from a company low at the end of 2015 to now serving a buoyant market.



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144 CLANCY'S LANE,
NORTH WOODEND, VICTORIA
T. 1300 GOBARKER
E. sales@barkertrailers.com.au
WWW.BARKERTRAILERS.COM.AU