



'Our focus on all-round quality has been recognised'

Transtrailers Ltd, established some 19 years ago, has gained a reputation for high-quality works, service and innovation in the building and refurbishing of trailers, earning itself a Superbrand status. Key to this success, says, the **General Manager B.V. RAO**, is a commitment to consistency, a client-focused approach, and the use of advanced technologies. "Our focus is on continuous improvement and maintaining our position as a leader in the industry," he says as he wraps up our interview with him. Here are excerpts:

BY PAULINE KAIRU

Q. Tell us about Transtrailers. How did it all begin?

Since its inception in 2005, Transtrailers has evolved significantly. Our core business is building and refurbishing trailers and semi-trailers for transporters.

We cater for a wide range of companies looking to purchase trailers. Our clients also bring their trailers to us for repair works because of our exceptional service quality.

Many companies, even insurance firms, recommend us for refurbishment work after accidents

and we have gained a reputation for providing some of the best services in the industry. We've built our brand around providing products that meet the needs of our clients.

Q. You've been recognised as a Superbrand. What does this mean for Transtrailers?

Being recognised as a Superbrand is a significant milestone for us. Since our inception we've experienced steady growth year after year. We currently have about 4,000 semi-trailers in the market. Our commitment to quality and delivering top-notch trailers is central to our success.

Previously, we were awarded the high-quality trailer body builder accolade in 2011, and were the first in the industry to receive ISO certification for quality management systems, ISO 9001:2015.

Our recognition as a Superbrand highlights our focus on quality, systems management, and exceptional service. This reputation extends beyond Kenya. We are well-known throughout Africa, with clients in Uganda, Tanzania, Zambia, Congo, and South Sudan.

Q. What do you reckon are the key factors that contributed to Transtrailers being recognised as a Superbrand?

Consistency is a key factor. We maintain high standards in our trailers, backup services, and cus-

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Transtrailers Ltd Director, Mr Imran Pasta (left), and Mr B.V Rao, the General Manager, hold the Superbrand recognition certificate.

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Quality and consistency: The reasons we are well ahead in the market

customer care. Our clients appreciate our use of high-quality components from globally recognised brands like BPW, JOST, HELLA, FEBI and WABCO.

Our focus on technology is another factor. We are always eager to adopt the latest technology. For example, we have embraced the latest braking system technologies to ensure the safety and efficiency of our trailers. We transitioned from conventional braking systems to automated ones, showcasing our dedication to innovation.

Our five-year warranty on axles and one-year complete suspension warranty demonstrate our confidence in the quality of our products. These are some of the reasons why we stand out as a Superbrand.

Q. How do you differentiate yourself from competitors?

We have ambitious growth plans, including expanding our facility in Kenya, to increase our production capacity substantially. We also plan to expand operations into Tanzania, where we currently have a marketing presence but no production facil-

ity. This is scheduled to happen by the end of this year and it will help us tap into the growing transport industry there.

Despite competition from other brands, our focus on quality and consistency sets us apart. We aim to capture a larger market share by continually offering superior products at competitive prices.

What further sets us apart is our understanding of the local market and the quality of our trailers. They are designed for durability and optimised for payload efficiency, allowing transporters to carry more goods and increase their earnings.

Also, our mode of engagement with customers is another differentiator. We actively communicate with clients through surveys, social media and direct inquiries. We offer comprehensive solutions, including advice on the most suitable trailers for specific needs, backed by technical analyses.

Our client conversion rate is impressive, with approximately 89-90

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Transtrailers Ltd Director Mr Imran Pasta (left) and Managing Director Mr Abdulgani Pasta (right), receiving the Superbrand recognition certificate from the Superbrands East Africa Project Director, Mr Jawad Jaffer.

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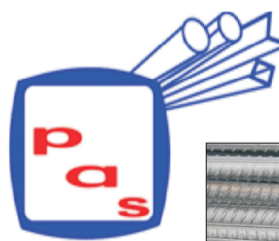
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on the prestigious Superbrand Recognition award. We are proud to be associated with you

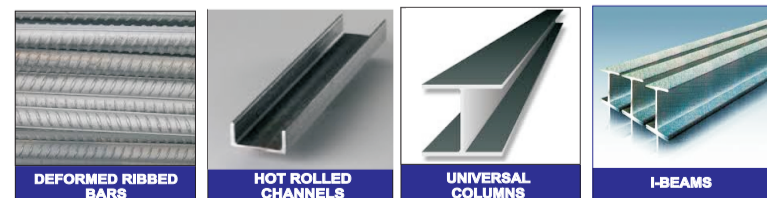


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percent of inquiries resulting in orders. This success is due to our commitment to providing complete solutions and building strong customer relationships.

Q. Environmental sustainability is a growing concern in the transport industry. How is Transtrailers addressing this?

While semi-trailers themselves don't directly contribute to pollution, we actively promote environmentally-friendly practices. We have eliminated asbestos in our brake linings, ensuring they are compliant with regulations. Also, we encourage clients to adopt air suspension systems, which are cleaner and more efficient than traditional mechanical systems.

With our clients, we also advocate for use of newer, less polluting trucks. While we don't control truck purchases, we advise clients to choose cleaner options for better efficiency and reduced environmental impact.

Q. What are Transtrailers' future goals?

We have a positive outlook on growth, particularly in the East Africa Region, and beyond. We're already incorporating advanced technologies like ABS braking systems, and aim to introduce electronic braking technologies next year. Our goal is to enhance road safety and reduce accidents.



The Transtrailers Ltd team receiving the Superbrand recognition certificate from the Superbrands East Africa Project Director Mr Jawad Jaffer (third from left). They are, from left: Mr Hussein Kassam (Production Engineer), B.V Rao (General Manager), Ms Anne Wafula (Chief Financial Controller), Ms Bilha Magomere (Client and Supply Chain Manager), and Mr Abdulgani Pasta (Managing Director).

We're committed to staying at the forefront of innovation, offering features that improve the safety and performance of our trailers. We aim to maintain and surpass our current standards, continually improving and adapting to market demands.



Since being recognised as a Superbrand, we've seen significant

improvements in our brand perception and business success. We are determined to uphold this recognition by consistently delivering excellence, not just this year, but in the years to come. Our focus is on continuous improvement and maintaining our position as a leader in the industry.

We have ambitious growth plans, including expanding our facility in Kenya, to increase our production capacity substantially.

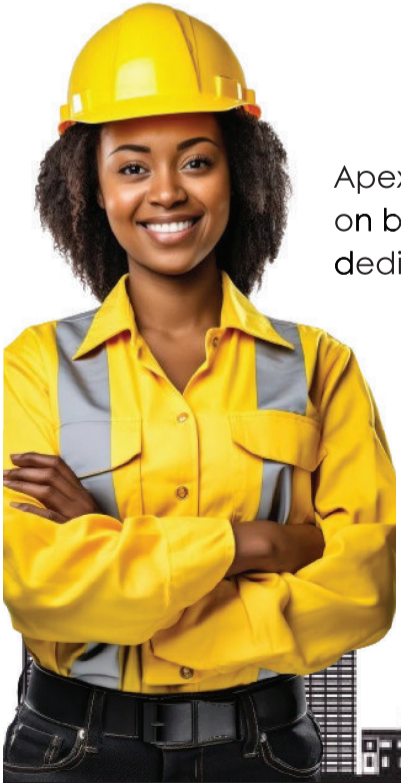
B.V. RAO, General Manager, Transtrailers Ltd



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