

## Border Express: Roads to riches

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Successful transport businesses like Border Express know freighting expensive and delicate cargo throughout Australia not only requires specialised equipment, but also a reliable fuel supplier to keep the operation going. Albury's flagship fleet has found that ideal partner in BP.

No matter how you look at it, Albury-based Border Express is a transport company where numbers and accolades simply do not quantify how successful it has become since Max Luff founded the business back in 1981.

If you want numbers, Border Express has more than 500 vehicles at the ready – a fleet that includes a multitude of prime movers, single curtain-siders, curtain-siders with mezzanine decks, B-double curtain-siders and rigids. All of them operate out of 11 depots located around New South Wales, Victoria, Australian Capital Territory, Queensland and Western Australia, and are used to deliver fast-moving consumer goods such as electronic equipment, beverages, toiletries and cosmetic products 24-7 to more than 200,000 clients across the nation.

If it's the CV you're after, then Border Express can boast a litany of achievements; including a 'Carrier of the Year' award it won at the 2006 VTA Freight Awards, a 2007 NSW/ACT Family of the Year award, a 2010 SRCC Safety Award, a 2011 NSW Training Award and so forth. Even Max himself has managed to get amongst the roll call when he was judged the 2011 Personality of the Year at the VTA Freight Awards in Melbourne.

Border Express, quite simply, is a proven force in the commercial transport industry. It's not difficult to fathom all of the above could – and highly likely will – double, perhaps even triple over the next 20 years or so. But for all the numbers and accolades, if there's one mitigating factor that has made Border Express what it is today, it's the choices the company makes, especially when it comes to its fuel supplier and current business partner BP. The fuel giant has been supporting Border Express since its inception, and three decades on, it's not hard to imagine that partnership continuing.

“We're first and foremost a family-owned business, and that's something BP can easily identify with,” says Bryan Fitt, Chief Operations Officer at Border Express. “Loyalty to their customers is what matters most and if you show that type of commitment year in, year out, then eventually that's how you form the pillars of a long-standing partnership.”

To accommodate Border Express' fleet at all hours of the day, BP established three on-site fuel bowsers at the company's headquarters in Albury, as well as Melbourne and Sydney, which Bryan describes as key “strategic” hubs. “We make sure to equip all our drivers with a BP Bulk and BP Plus card, so they can fuel up externally at any BP station along their route,” he says.

“Pickup and delivery volumes certainly dictate the type of vehicles we send out to that customer. For instance, if that establishment requires multiple items to be delivered, then we'll send out our B-double curtain-siders, which can also impact how much fuel the driver needs and when that driver should to go to a BP station.”

The years of solid partnership have also seen BP's backup service evolve, which in turn has bolstered Border Express' ability to manage its fleet more efficiently. “With the advent of new technology on the transport market, we can keep up to date with our accounts with BP via their website,” Bryan says. “This allows us to quickly access its our online account should we need to renew or add fuel cards. We can also view a driver's fuel mileage, the volume of fuel purchased and where it has been purchased from, which is used predominantly with our linehaul drivers.”

Depending on the route of each delivery, Border Express is very stringent about fuelling up. “We definitely subscribe to the notion of ‘time is money’,” Bryan says. “That means we generally prefer not to have our drivers fuel up between the key delivery and pick-up times which is between 6am and 6pm.”



According to Bryan, another key aspect of its success is that all vehicles are upgraded each year, which has become a major part of Border Express' ‘Replacement Program’. “We believe for a fleet to consistently meets its yearly objective, we need to consistently turnover the vehicles each year,” says Mostafa Kassaby, Border Express' Sales and Marketing Director.

“The industry is always changing and you need to keep up with the latest transport equipment and that's why we have a policy in place to ensure our fleet always stays current. And that's another reason why we have stuck with BP because they share those same values too.”

[http://www.primemovermag.com.au/featured/article/border-express-roads-to-riches?utm\\_source=CRT+News&utm\\_campaign=58a658ec1f-CRT\\_News\\_828\\_3\\_2011&utm\\_medium=email&utm\\_term=0\\_e4236cba80-58a658ec1f-59446237](http://www.primemovermag.com.au/featured/article/border-express-roads-to-riches?utm_source=CRT+News&utm_campaign=58a658ec1f-CRT_News_828_3_2011&utm_medium=email&utm_term=0_e4236cba80-58a658ec1f-59446237)