

PARAMOUNT TRAILERS PROVIDES THE AGRICULTURE SECTOR WITH PERSONALISED COMMERCIAL TRAILER SOLUTIONS

Paramount Trailers is one of South Africa's leading and established commercial trailer manufacturers and refurbishers. "The emergence of new markets for Paramount Trailers as well as growth in a host of industries has directly contributed to the success of the company and is enabling us to offer a diversified product range," says Warren Marques, Managing Director of Paramount Trailers.

Although the agricultural business has seen a decline in its contribution to South Africa's gross domestic product (GDP) over the past few years, Warren says it is encouraging to hear that growth in this industry remains one of the government's key strategic initiatives. The agricultural sector is integral to the South African economy as it is the primary source of income and employment in the rural areas. "To enable the sector to do this though, it is dependent on a growing economy and the support of government."

Paramount Trailers has an extensive agricultural product range, catering to the entire sector from grain to cattle farming. "It is imperative that we understand the unique logistical requirements of every customer and are able to meet their individual needs," says Warren. "We are able to provide customised trailer solutions that are reliable and cost effective. Our personalised service and understanding of the industry help us to ensure customer satisfaction." Paramount Trailers' range of feed bulkers, cattle trailers and flat decks with grain drop sides enable them to meet the transportation needs of the agricultural sector from individual farmers to farming communities and large agricultural organisations.

Over the past twelve months Paramount Trailers has made significant inroads into Africa. "We have always had a presence on the continent but our footprint has grown recently as a result of new clients across the SADC region. In 2012, we are looking further to explore and expand our agricultural business," says Warren. Paramount Trailers recognises that the agriculture industry is one of the continent's largest industries and that there is still major growth potential, with large areas of land being underutilised across Africa. Agribusiness is reliant on infrastructure development in rural areas and even though an emphasis has been placed on the development of rail and ports, trucking remains the most frequently used mode of transportation into and within Africa.

The company currently operates 6 production facilities out of Johannesburg South, with a staff complement of over 100 highly trained employees. Together with unsurpassed manufacturing experience, we are able to meet production schedules while achieving safety, quality and efficiency goals.

Quality products, personalised service and unmatched flexibility are trademarks of Paramount Trailers. "The fact that we are able to constantly offer an unrivalled service and manufacture trailers to specific individual client requirements, is what has taken us from our humble beginnings 15 years ago to an industry leader in manufacturing and refurbishing commercial trailers today," concludes Warren.