



The complete solution

RELIABLE AND EFFICIENT EQUIPMENT IS THE KEY TO SUCCESS IN TODAY'S CHALLENGING AND FAST MOVING TRANSPORT MARKET – AND CHOOSING THE RIGHT LIGHTING GEAR IS ONE SUCH CORNERSTONE. THAT'S WHY BOUTIQUE BRAND **GRAYSTAR** IS USING **NARVA** TO FIT OUT EACH AND EVERY TRAILER LEAVING THE WORKSHOP.



"I've been dealing with Narva for almost a decade now," says managing director David Gray. "So, when I established my own business, there was no question which lighting brand to choose." Ever since, Narva is Graystar's first contact in lighting and wiring. In fact, they do not only supply Graystar's entire exterior lighting, but also provide a custom-designed plug-in loom system that is unique to Graystar. "It's a complete solution and quite convenient for from a manufacturing point of view," says David. "An articulated trailer is a complex system, especially in the refrigerated transport market, hence I don't accept inferior material in the production process," David

says, who sensed a need in the marketplace for high quality refrigerated transport equipment and started Graystar as a small scale, premium brand in 2009. "I live and breathe trailer technology, and I know exactly what I want. That's why I had no doubt that Narva was the right affiliate. I think Narva's multi-Volt LED range is simply the best product on the market because there have been very few failures in the past decade." Next to that impressive track record, there is one more feature that made all the difference when David Gray made the decision to co-operate with Narva in the long-term – Narva's special customer service philosophy. "We've done a lot of work with Narva to get to the level where we are now, and they've always been very proactive. In addition, a comprehensive range of genuine parts is available at all times for swift delivery, which is paramount in our line of work." In close co-operation with Gray, Narva developed a custom-tailored loom for every Graystar model, based on a simply plug and play system. "Together we have taken trailer lighting to a whole new level," he says. "We designed a system that is almost failure-free, and if a problem occurs, you can unplug a single section of the loom to allocate it. That saves a great amount of time in pinpointing the fault. And, it's very easy to repair because we can simply replace one section, which will reduce both downtime and labour cost drastically." According to David, finding an electrical mistake on a modern refrigerated trailer can take a whole week if the vehicle is based on a classic one-piece loom. "Since we do our own repair work, we had to make sure that we don't create more work than absolutely necessary to reduce maintenance cost," says David, who doesn't mind spending time in the workshop himself. "We tend to go above and beyond what we are obliged to do, but one advantage of that attitude is that we don't experience any failures." Since day one, Graystar's engineering team spent a fair bit of time with Narva's customer support division to help develop and improve the product, and since LED technology is constantly improving, that close relationship has only deepened over the last two years. "We're all part of a constant development process," says David. "It's an exciting experience. Narva's



engineers know exactly what we need, so they try to apply every new technology to our particular line of work." David says that Graystar's 50th trailer has just gone out the door, which was a milestone for the young company. "2011 has been a very interesting year as people were still hesitant to spend money on new equipment. But, we keep collecting new orders and just put on three additional people to cope with the workload." However, David says that he does not intend to increase the size of the business dramatically in the near future. "I place value on personal contact, and don't want to lose

touch with the clientele. I want to speak face-to-face to all clients and design equipment that will improve their operation's efficiency. "Nonetheless, we're working on a few innovations at the moment, for instance a new lightweight version that is being tested at the moment. We will introduce in early 2012, and you can be assured that it will be equipped with Narva gear."

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