



# GOLD TIGER CATALOGUE



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# About Gold Tiger

01

**Gold Tiger** Logistics Solutions (Gold Tiger) was established in 2006 by the 19-year-old **Imad El Masri**, who was a truck enthusiast. He began with one truck and one driver – himself – and a first-year turnover of \$50,000. Early in his career he became the youngest driver in Australia to earn a B-double licence.

With his passion for the business and his love of trucks, by the end of 2007 Mr El Masri had 10 trucks. By 2010 he had 20 trucks and had started doing interstate linehaul. The business's continuing rapid growth prompted Mr El Masri to incorporate **Gold Tiger** in 2010.

Today, turnover is more than \$55 million a year and growing. **Gold Tiger's** wholly owned Volvo transport fleet has grown to more than 120 prime movers, 280 trailers and 40 delivery trucks and the workforce (drivers and administration) has passed 350. The growth, while rapid, has been strengthened by Mr El Masri's decisions to use an all-employee driver workforce and to own his trucks, equipment and Sydney warehousing facilities.

**Gold Tiger** is also strengthened by its gold partner extended warranty contract with Volvo. The partnership includes a regular maintenance schedule to the highest manufacturer standards (OEM replacement parts), 24-hour breakdown repair around Australia, and replacement vehicles if trucks need to be off the road more than 24 hours. This is backed up by weekly checks and servicing by qualified mechanics in our own on-site workshops.







# Integrated Solutions

01

**Gold Tiger** is an integrated transport, warehousing and distribution company. We provide independent, proactive logistics services that seamlessly integrate with our clients' operations.

We do this through our fleet of Volvo trucks, our warehousing facilities in each state, our excellent use of technology, and our all-employee driving workforce that is committed exclusively to our clients.

Today, **Gold Tiger** transports more than 250,000 tonnes of freight around Australia annually.

We have more than 40 clients from industries including food, packaging, manufacturing, retail, industrial and FMCG. Prominent clients include Unilever, General Mills, Sigma Healthcare.





# What We Do

02

**Gold Tiger** will listen to what you want, offer our suggestions, and customise a solution with you that meets your needs.

Clients who work with us know they will get an authentic partner who will customise a unique solution to their business needs at a competitive price and proactively solve problems before they cost time and money.

We methodically cover areas such as service levels, technology, communication, relationships, expectations, reporting, KPIs and documentation so that we become an integrated part of your business.

## Our Services ►





## TRANSPORT

Interstate linehaul, intrastate, cross dock, regional, metropolitan and last-mile delivery, express or general, all-around Australia.

## WAREHOUSING

Short or long-term storage solutions, container handling and cross-docking in warehouses around Australia. Check and manage your inventory in our warehouses through your computer system's interface with our JAIX warehouse management system.

## DISTRIBUTION

Distribute from our warehouses to your distribution hubs or let us deliver that last mile to your individual stores.

We use leading technologies throughout our operations, from track-and-trace, RF Scanning, customer portal, EDI, ePOD, sign-on glass and inventory management software. We can also integrate our systems with our clients' systems, enabling you to see the same data that we do.

Our fleet is fitted with Volvo's Dynafleet solution, which records our drivers' activities and reports any irregular or unacceptable driving patterns. All trucks are equipped with GPS.

Easy-to-access reporting is also a feature of our technology offering and includes on-time performance, DIFOT, Power BI, GTRS and KPI reports.

## 3PL/4PL SOLUTIONS

**Gold Tiger** offers solutions based on the third party and fourth party logistics models, with Gold Tiger supplying and managing all parts of the logistics chain.



# 03

## Core Values



- **COMMITMENT AND DEDICATION:** We are dedicated and committed to delivering quality service, building lasting relationships and holding ourselves accountable.
- **COLLABORATION:** We highly value nurturing positive relationships at all levels of the company, cohesively and collaboratively. We work together across diverse teams to support and achieve our common goals.
- **INTEGRITY AND RESPECT:** We highly value mutual respect and trust. Each team member brings unique skills and perspectives to the table; we take pride in this fact and act accordingly. We value communicating openly and honestly, making teammates feel appreciated and valued.
- **CUSTOMER SERVICE:** Our customers are our solid foundation. We aim to build relationships that will make a positive difference in our customers' businesses.
- **SUSTAINABILITY:** We believe that we have the highest responsibility for the stewardship and protection of the environment. We aim to protect our most precious resources by taking steps to engage in sustainable business practices.
- **COMMUNICATION:** We invest to get to the heart of our customers' challenges. We are open and transparent in the way we work.
- **CREATIVITY AND INNOVATION:** We are constantly developing better ways of working, thinking, learning and doing.



# Why GTLS

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We have a can-do attitude to solving transport problems.

02

We are flexible and able to tailor our services to our customers' needs.

03

We place an emphasis on developing personal relationships and the overall partnership.

04

We have a flat management structure where customers can talk to the director whenever they want.

05

We have a keen understanding of the transport and logistics industry, both at the client's day-to-day level and how it is developing into the future.

06

We are reliable, proactive and transparent in our business and our dealings with clients.

07

**Gold Tiger's** drivers are all employees, not contractors, which means they are exclusively dedicated to the needs of our clients.

08

**Gold Tiger** owns its Sydney office, warehouse and its vehicle fleet.

09

Driver and truck performance and location are monitored through Volvo's Dynafleet on-board software package. The data produced is accessible to clients in real time.

10

Our gold partnership with Volvo provides a regular maintenance schedule to the highest manufacturer standards (OEM replacement parts), 24-hour breakdown repair around Australia, and replacement vehicles if trucks need to be off the road more than 24 hours.

11

We make excellent use of technology for track-and-trace, RFID and inventory management. We can integrate with client systems to provide access to extensive data and reports.

12

Each client has a dedicated Account Manager, Allocator and Customer Service representative attached to their account.



# Technologies

(vehicles, tracking system and related IT services)

05

## TECHNOLOGY

Technology plays an important role in **Gold Tiger**'s commitment to continuous improvement. It enables us to deliver transparent and responsive services and keeps us accountable for the commitments we make to our clients.

We are Volvo partners, and our Volvo truck fleet uses innovative solutions such as Volvo's fuel-saving I-Save technology. Our gas-powered Volvo FH trucks have a reduced environmental footprint even in long-haul transport.

Volvo's dynamic steering offers perfect stability, total control at low speeds and reduced strain on our drivers. It also helps to avoid skidding and unintentional lane changes and lets drivers set steering wheel preferences.

We use leading technologies throughout our operations, from track-and-trace through to RF scanning and JAIX logistics software. We can also integrate our system with our customers' system, enabling you to see the same data that we do. We can provide all kind of reporting including on-time performance, DIFOT, Power BI and KPI reports.

Much of the data, with automatically generated reports, is available through the customer portal accessed via our website. It contains the important basics – where is my freight, when will it arrive, proof of delivery – through to more advanced information for forecasting, budgeting and reporting purposes. Anything not available in the portal can usually be provided by your Account Manager or Customer Service representative through one of our reporting systems.

## IT services

**Gold Tiger** is developing a new IT infrastructure that will provide enhanced security measures for our systems and customer information.

The new infrastructure will include cybersecurity tools and protocols to protect against digital attacks, data breaches and other security threats. We are also implementing enhanced data privacy and compliance measures to ensure that sensitive customer information is always protected.

With this new IT infrastructure, we are demonstrating our commitment to protecting our customers' sensitive information and providing the highest level of security possible.





# Accreditations

## 06

Safe Quality Food Institute (**SQF**) is a trusted partner for recognising the safety and quality of your services, products and processes. **Gold Tiger** is SQF certified.

**The National Heavy Vehicle Regulator** provides safety, accreditation and compliance for the transport industry in six states and territories. The National Heavy Vehicle Accreditation Scheme is a national formal process for recognising operators who have robust safety management systems in place for:

- *Mass management*
- *Maintenance management*
- *Fatigue management (basic or advanced).*

**Hazard Analysis and Critical Control Points (HACCP)** provides innovative technologies spanning local and national freight, warehousing, taxi trucks, distribution, couriers and line haul operations that together deliver the powerful JAIX Transport Management System.

**Navman** reduces risk begins by acknowledging what constitutes good and bad driving behaviour. While producing valuable data and developing key performance indicators the utilisation of this 21st Century technology assists in mitigating driving risk. The introduction of Driver Scorecards ,Smart Dashcams and Digital Inspections are just some of the processes that have been developed from this line of research.







# Key Capabilities

07

- Integrated 3PL and 4PL solutions all over the Australia for palletised freight.
- No two clients are the same, so we customise solutions to our clients' unique needs.
- Proactive problem solving – we monitor problems as they arise and provide solutions before they cost our clients time and money.
- Strong focus on customer service and keeping our promises to clients.
- Head office/warehouse/transport hub in Sydney (Ingleburn), with 7000 pallet spaces in NSW.
- Second transport/warehouse at Ingleburn with full mechanic workshops and the latest technology.
- Large Melbourne office/warehouse (Dandenong South) with space for 10,000 pallets.
- Brisbane (Richlands) warehouse with 4000 pallet spaces. A second large facility is being built in Brisbane with 8000 pallet spaces (opening 2025).
- In South Australia, we have a depot at Gillman.
- Management team members with extensive experience in the transport industry at all levels. Our workforce numbers more than 350 and growing.
- Top-quality Volvo Euro 6 vehicle fleet that includes more than 120 prime movers, 280 trailers and 40 delivery trucks. Includes B-doubles with mezzanine decks of all sizes.
- 25 all-new Euro 6 Volvos were delivered in 2023.
- Ninety per cent of our fleet comprises **Gold Tiger**-owned trucks and employee drivers.

# Safety and Compliance

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**Gold Tiger** remains committed to the safety of all road users. As part of our ongoing safety innovation program, we have made a significant enhancement to our safety practices through the integration of two state-of-the-art weighbridge systems.

The latest of these cutting-edge weighbridges, recently installed in the Sydney depot, complements a similar unit introduced last year in the Melbourne depot.

With the introduction of this second weighbridge, a remarkable 80% of all interstate linehaul movements now undergo thorough checks before departing from our depots, enabling us to proactively prevent overloaded vehicles from taking to the roads.

This not only lightens the burden on our road infrastructure but also guarantees that all our vehicles operate within the legally prescribed weight limits.

We have introduced these advanced weighbridge systems to augment our capabilities and to revolutionise the weighing process by automating it and eliminating human error. It is our responsibility to ensure that our weighing procedures are robust and protect consumers from inaccuracies in product weight, thereby preserving their trust in our services.

The weighbridge systems also serve as valuable tools for our internal documentation requirements. The weighbridges play pivotal roles in streamlining the management of incoming/outgoing vehicles, significantly boosting overall operational efficiency. The weighbridge systems have eliminated the need for time-consuming reloads, ensuring that no time or effort is wasted while passing on cost savings and maintaining DIFOT efficiency for consignments.

This advancement has created a higher degree of confidence for our drivers, assuring them that the vehicle they are operating complies fully with safety standards and is perfectly suited for its intended purpose.

**Gold Tiger** is better equipped than ever to uphold the highest standards of safety, compliance and efficiency in the logistics industry.

Soon our whole fleet of Volvo trucks will meet the Euro 6 standard, with a replacement program well under way. We have recently installed a MAHA braking testing system at our workshop to accurately measure our vehicles' brake system performance.

We have an outstanding health and safety record (no injuries) and our drivers have accident-free driving records. All drivers have the relevant driving licences and tickets they need to complete their work safely and use any required equipment. Our drivers are professionals with excellent driving skills and are trained in topics such as fatigue management, mass management and dangerous goods.

# GTLS Going Green

09

**Gold Tiger** is working towards a more sustainable future by managing the risks of climate change. Going green is a major focus; we understand how air pollution and resource depletion impact the environment. That's why we decided to implement a positive action program. We acknowledge that the most effective efforts should be directed at the decarbonisation of the transport industry, so our intention is to produce an outcome that will have a positive impact. We have taken the following initiatives to reduce our environmental impact.

## Developing environmentally friendly locations

**Gold Tiger** is committed to the highest standards of sustainability, efficiency and safety. We are implementing green practices by using efficient LED lighting with the intention of reducing our carbon footprint and the ultimate target making our facilities energy/emissions neutral.

## Alternative natural sources

We use solar-generated electricity from the rooftop installation at our head office to reduce our carbon emissions as well as operational costs. Solar energy addresses many of the challenges facing our world today. The use of a sustainable, non-fossil-based energy source will ultimately play a major part in the reduction of air pollution and mitigating global warming.

## We are implementing green practices

We are an environmentally aware company. We use eco-friendly recycling and manage our materials consumption, as well as planting trees. Our Volvo trucks are Euro 6 compliant (with the addition of Adblue, which reduces polluting emissions into the environment). We also ensure proper disposal and recycling of tyres and batteries.

## Transportation sustainability considerations

We have adopted efficient transportation technology by utilising transportation and routing management systems to effectively minimise travel distances. This reduces overall kilometres driven and reduces costs, while also having the additional benefit of improving DIFOT. This solution brings greater efficiency to **Gold Tiger's** customers as we can accurately forecast delivery and shorten lead times.

## Warehousing

**Gold Tiger** is constantly working to improve its warehousing strategies to meet customer needs. An example is the use of multifunctional forklift trucks. This lean process makes it easier for Gold Tiger to reduce its carbon footprint by reducing inventories and optimising product movements, the supply chain and network design. The warehouse design and distribution structures are consciously designed to meet sustainability standards.







## OUR BRANCHES

- Sydney Head office: 3B Inglis Road, Ingleburn NSW 2565
- Sydney branch: 4 Benson Rd, Ingleburn NSW 2565
- Melbourne branch: 60-70 Monash Drive, Dandenong South VIC 3175
- Brisbane branch: 341 Freeman Road, Richlands QLD 4077
- Adelaide branch: Gillman, SA 5013



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