

Montracon 
the trailer for road transport

INNOVATION OF THE YEAR - TRAILER MANUFACTURER
(MEDIUM WEIGHT 3-5 AXLES)

BLAZING A
TRAIL WITH
THE MT45



“

The MT45 is a unique product in the marketplace. Here at Montracon we are incredibly proud of its operational flexibility. We are offering a product for the whole industry sector from the baseline specification through to bespoke.

**Jeff Wright, National Account Manager
(Special Products) at Montracon**

”

OVERVIEW

Innovation has gone hand in hand with the MT45 since it was first launched in 2017 - and the subsequent year on year growth in sales speak volumes.

The MT45 initially targeted key competitors within the marketplace by offering an alternative and affordable base model.

But this was only the start.

The MT45 is a truly versatile machinery carrier and, with its unique low profile neck coupled with a reduced incline air operated neck ramp, creates the ability for equipment like access platforms, right down to small scissor lifts and smaller forklifts, to 'self-load' by using their own power rather than being winched.

The MT45 machinery carrier is the only trailer of this type that offers the facility of self-loading due to its reduced loading incline. This means that customers avoid the need to double their investment in trailer purchase.

This is what makes the MT45 unique and subsequently right from launch it was very quickly in high demand.

Montracon did not stop there, however.

Montracon took a leaf out of the automotive industry's book to develop the MT45 machinery carrier range even further and, in January 2019, two additional models were introduced to the MT45 range - the MT45A3 and MT45L3.

Through innovation, Montracon are able to offer high quality and standardisation and, thanks to the modular concept design, customers are also able to customise their trailer to meet their very specific operating needs.

MT45 Main Features:

- Plated up to 45 tonne gross trailer weight
- 1500mm galvanised neck ramp, air operated thus no manual handling
- Low profile loading incline to rear and neck area
- 300mm heavy duty side rave
- BPW axles
- Lift axle option (front or rear axle)
- Rear steer axle option
- Pre-engineered option features for versatility and flexibility
- Stocking programme for immediate availability

MT45A3
REAR
MODULE



AIMS AND OBJECTIVES

The evolution of the MT45 would give the owner optimum operational flexibility, great choice and also afford Montracon an increase in efficiency in both quality and manufacture.

Ultimately, the aim was to further develop a current product and develop additional models within the range that would significantly increase Montracon's market share.

Montracon held 3% of the market share in 2014.

In 2014 Montracon took a strategic decision to increase its market share and, following the appointment of a new specialist sales manager, saw a significant increase up to 6.5% over the next three years.

But there was a strong desire within the company to increase its market share even further, with the aim of becoming the UK's market leader within this industry sector.

It became clear that in a highly competitive market with increasing focus on costs and quality, any stagnation in Montracon's product offering would see them falling behind its completion and as such this is an unacceptable risk to Montracon's future business.

It was time to innovate!



MT45L3
REAR
MODULE



PLANNING AND EXECUTION, INNOVATION AND CREATIVITY

A cross functional team, involving sales, engineering, purchasing, commercial and marketing staff, was set up in September 2018 to look at how Montracon could further improve its market share.

The group took their inspiration from the automotive industry.

The VW Group, for instance, have common floor pans and drive trains not only for VW models but Audi, Skoda and Seat alike, thus creating a common base platform.

VW Group can then add or deduct modules to create, for example, a VW Golf or Audi A3 or Seat Leon with differences in styling and user functionality, but by still using the same standard common base platform to build up from.

Montracon applied a similar concept to the MT45, adding the MT45A3 module or the MT45L3 module to the base model.

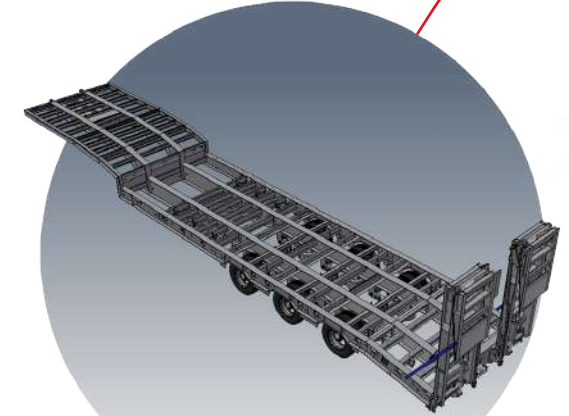
For example, the entry model MT45 is equipped with clip-on ramps supported at the rear as a standard feature. However the chassis of this entry model is also pre-engineered to accept the 'std' rear hydraulic

ramp module or the more sophisticated side-shift/flip-toe rear hydraulic ramp module without redesign or modification. This concept of modular design does not simply stop at the rear end. The supplementary holes in the chassis for the hydraulic feed and power pack attachments, along with the hydraulic pump and reservoir housing, are already in place on the base line common platform in readiness for either the MT45A3 module or the MT45L3 module to suit customer preference.

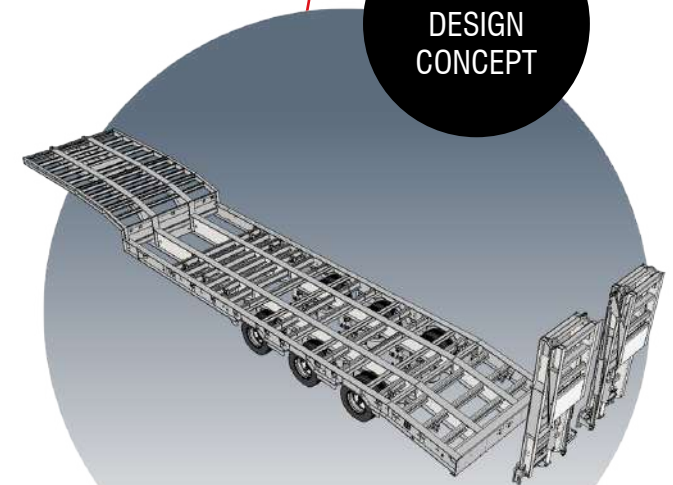
In doing so Montracon are not only providing the market with three unique products but also three products very similar in their design, manufacture and with minimal to zero re-engineering.

This has allowed Montracon to offer a much better lead time in product delivery to market.

It has led to better buying power for procurement due to the standardisation of many parts and materials. It has also increased efficiency in quality and manufacture.



MODULAR
DESIGN
CONCEPT





MT45L3
WINCH &
HEADBOARD
MODULE

By building more of the same thing day in and day out, you become better at it.

Montracon were able to develop the two additional models in such a short time frame because most of the design work already existed, be it in many product variants.

Montracon analysed its existing list of features and options and identified the most popular customer driven configurations.

This data was built into the engineering configurator which enabled Montracon to identify commonality between all the given configurations.

Montracon was then able to create two standard supplemental modules which would adapt the base line model into two 'configured' unique model variants.

By simply grouping together individual options into these three main product modules - the base line MT45 module, the MT45A3 module or the MT45L3 module – Montracon can now meet 85-90% of its customers' expectations with only three main model variants within the product range.

Adaptation of the MT45 and the Three Tier Product Strategy:

TIER 1 - MT45 (LAUNCHED 2017)

- Base model
- 2.5m hydraulic rear ramps (optional)
- 1.5m pneumatic neck ramp
- No lift
- No outriggers

TIER 2 (A) - MT45 A3 (LAUNCHED JAN 2019)

- 2.5m hydraulic rear ramps
- 1.5m pneumatic neck ramp
- Rear Lift Axle
- Galv pullout outriggers
- Winch plate

Tier 2 (B) - MT45 L3 (LAUNCHED JAN 2019)

- Double flip/side shift hydraulic rear ramps
- 1.5m pneumatic neck ramp
- Rear Lift Axle
- Galv pullout outriggers
- Winch
- T-bar Headboard
- Safety Edge Protection
- Mesh on neck ramp
- Mesh on beavertail

TIER 3 - MT45 BESPOKE

- Based on tier 1 or tier 2 model
- Adapted specifically to the clients requirements and spec.



OUTCOMES ACHIEVED

Montracon introduced the MT45A3 and MT45L3 models in January 2019 to further enhance the MT45 product range - just four months on from the formation of a specialist team.

Since the launch of the additional models (MT45A3 and MT45L3), Montracon has seen a significant market share increase; from 6.5% to 14% in just nine months.

As such Montracon has successfully taken over as the market leader across the UK based manufacturers in this sector*.

The modular design concept has also seen an increase in the value added financial results of this product range.

Furthermore, Montracon now offer Standard spec trailers (in the MT45, MT45A3 or MT45L3) which are available immediately, via its ex-stock programme.

*Based on registration figures up to 3rd Qtr 2019.

Due to the modular concept of the MT45, Montracon can tweak the design of these three models with popular specified options pre-engineered from its price book offering. These are fitted on line for fast delivery.

Montracon continue to offer the MT45 as a bespoke build with its engineers working closely with customers to develop purpose designed trailers built to meet precise operating requirements.

Due to the success of the modular concept born out of the MT45 product Montracon have subsequently started looking at the whole of its product range, analysing its product variants and adopting modular build techniques within its design and manufacturing processes where possible. This methodology is already paying dividends within areas of the business and as such should positively impact its results on the bottom line.



I am over the moon with our MT45 L3 spec trailer. It's working great and the rear steer feature is worth every penny. I'd like to say a big thank you to everyone at Montracon. The sales and engineering team worked with me to make sure I chose the right specification that met with my requirements.

**Testimonial from Mark Gent of
M & D Gent Services Ltd**

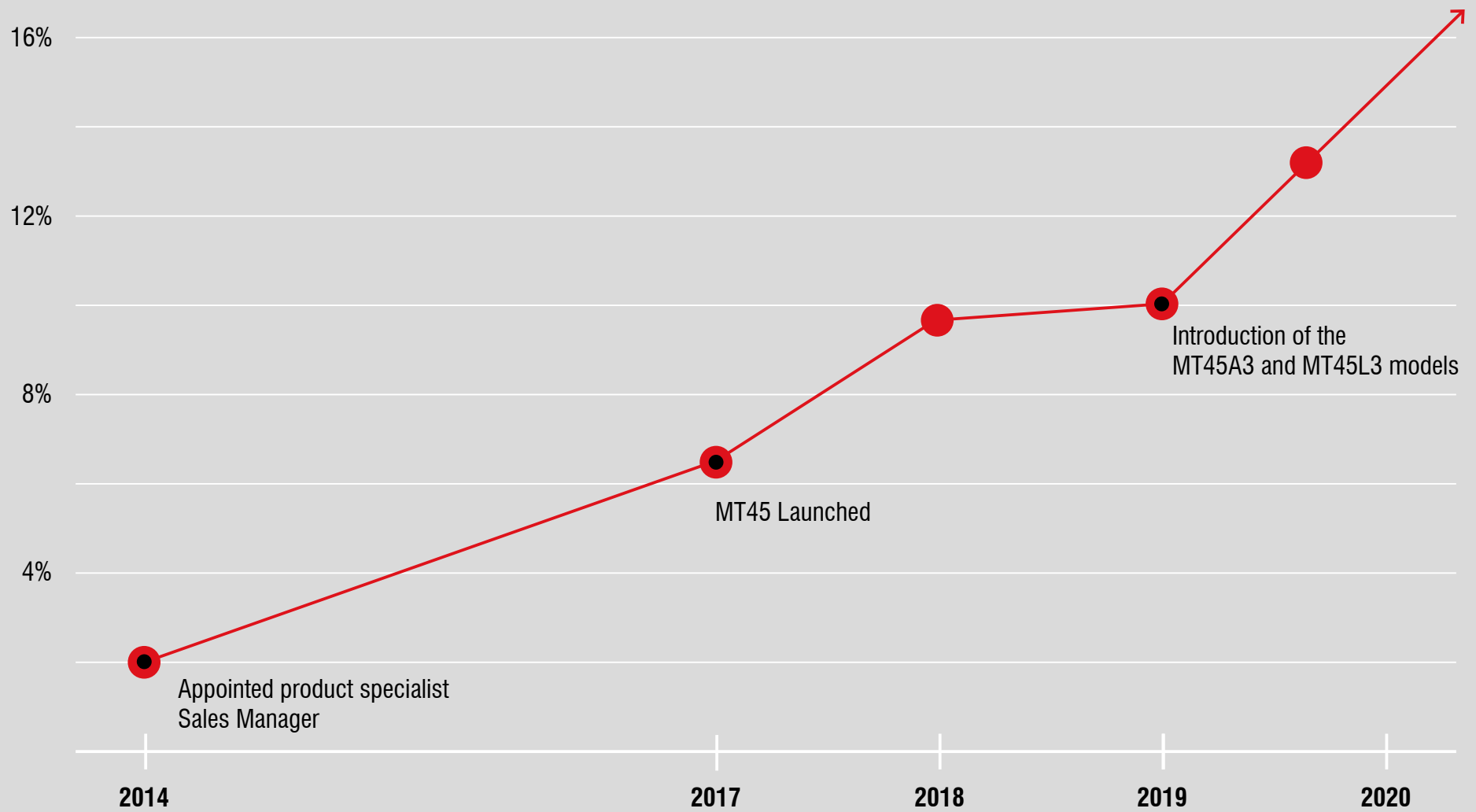


By engineering a standard specification base line common platform and developing a range of optional modules, which at the ultimate level provide a trailer with unrivalled load versatility, the MT45 affords Montracon optimum operational, manufacturing and procurement flexibility.

**Dean Ridgill, Montracon's
Marketing Manager**



MONTRACON MARKET SHARE 2014-2019



*based on registration figures up to 3rd Qtr 2019

VIDEO TESTIMONIAL

