



Peki Pty Ltd

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A True Masterpiece

Like the celebrated painter Van Gogh, Mr Tony Pavlou has a good eye for detail and when the decision came to purchase a rigid body for his fresh flower business, Flowers by Van Gogh, Tony looked to Peki for some inspiration.

As Tony supplies fresh posies to the Aldi Distribution Centre in Derrimut as well as to florists, he decided to look for a body that reflected the quality of his business. "I was not happy with my current body builder. On the road, I noticed how good Peki units look. I rang Peki to organise a quote and their Sales Manager, Michael Jenkins, came down to meet me. When I met with Michael, I let him know what I wanted and he came up with some options," Tony said.

To suit Tony's operation, a 7 metre rigid body was manufactured. Due to the nature of transporting fresh flowers and the OH&S hazards that water can cause, a knurled heavy duty aluminium floor was specified, to reduce the risk of slipping as well as improving durability. Scuff bands were fitted high on the walls to prevent the trolleys from damaging the unit. With a rear roller door and tail lift to aid in quick and efficient loading and unloading, the unit also doubles as a portable cool room in busy periods as it maintains a constant temperature of 2 degrees Celsius.

Established 13 years ago, Flowers by Van Gogh, commenced with Tony and his single mobile van doing metro deliveries across Melbourne. Based in Hawthorn, in Melbourne's inner east, Tony and his 5 staff members source flowers directly from growers using a JIT (Just In Time) approach.

“Our aim is to minimise the time interval between the growers and the retailers and consumers. Transportation is imperative to our business. The flowers need to be in pristine condition,” Tony said

“Construction and durability are important to me. As I’ve bought equipment before, I learnt from experience about what works and doesn’t. I wanted a better way of doing things. Any specs that needed to be modified were done over the telephone. Peki delivered what I wanted and on budget,” Tony adds.

Ends...



Tall poppy: helping Flowers by Van Gogh deliver flowers fresh from growers to the supermarket.

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