



MY BUSINESS

A STAR WEEKLY FEATURE

Optraffic is switched on

In significant signs of the times, the work, services and products of Optraffic will soon be seen by motorists and residents all over the western suburbs and Victoria.

Managing Director Dean Faranda has been busy establishing Optraffic's newest branch in Williamston North, getting it ready to meet traffic management and screen advertising needs of a wide variety of organisations and projects.

Business Development Manager, Rebecca Petrovic, says it's all systems go since the branch was officially opened on October 25, with a partner representative from China coming out to cut the ribbon.

"Since we started in New South Wales in 2015, the company has rapidly expanded in meeting industry needs right across Australia," she says. "It's now time for us to grow our presence in Victoria, to connect with clients who are looking for traffic management products and customer service at the highest level.

"We don't just provide high-quality, affordable products – we offer 24/7 after-sales support. So if a piece of equipment isn't working properly, we can have someone quickly on the ground. Some companies in this industry don't offer that, but we're very focused on providing top customer service. That's the main reason we've seen such rapid growth – there's an acknowledgement that we do things right."



Norah Chu, Steven Kaisis, Rebecca Petrovic, Dobri Maksimovic, John Xu, Dean Faranda, Matt Perry, Marko Cenic and Josh Inskip. (Damjan Janevski)

Optraffic also has the ability to modify products to meet specific needs. The company is building a large factory in China to facilitate quick supply and ongoing innovation.

So what products does Optraffic supply?

The product range is wide, with spare parts also provided.

Included are custom-made vehicle cages and fit-outs, variable message signs, arrow boards, lighting towers, generators and many other types of traffic and safety equipment.

"We have advertising boards that are five colour as well as full colour video boards," Rebecca says. "They can be mounted on trailers or on walls and really help to get our clients' messages out in eye-catching, innovative ways."

Rebecca says Optraffic staff members understand service.

"We've developed the business around meeting client requirements," she says. "If a prospective customer touches base with us at our Williamston North branch, they will find their

sales and service inquiries responded to promptly and effectively.

"Our team, drawn from many different industries, offers experience and expertise, as well as an ability to spot product development ideas and innovation.

"We're in a dynamic industry and respond accordingly, keeping abreast of trends and maintaining quality standards."

Optraffic, 35 Chelmsford Street, Williamstown North. Inquiries: 1300 157 554 or optsa.com.au



GRAND OPENING SPECIAL

FULL COLOUR MESSAGE BOARD

OPT

OPTRAFFIC
SIGNS AUSTRALIA

WAS \$29,990

NOW \$27,490

PLUS GST & CONDITIONS APPLY
OFFER ENDS 30/11/2018



FEATURES

- ▶ High Impact & High Visibility
- ▶ Mobile Advertising Display
- ▶ Cost Effective & Easy to Operate
- ▶ Reliable & Compact Trailer Design



DIP:

Features:

Certificates:

All Rights Reserved by OPTRAFFIC CO., LTD



Conditions Apply

35 CHELMSFORD ST, WILLIAMSTOWN NORTH, VIC 3016 | www.optsa.com.au | 1300 157 554