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**RUBBLE TO RESOURCE: ECOTRANS & ISUZU RIDE AUSTRALIA’S CONSTRUCTION WAVE**

As Australia’s skyline stretches ever upward, fuelled by a growing construction boom, a less visible but critical industry thrives in its shadow; the removal of demolition debris and building waste into profit.

According to the [Australian Bureau of Statistics](https://www.abs.gov.au/statistics/industry/building-and-construction/building-activity-australia/latest-release), growth in private sector dwelling construction in the first quarter of 2025 has seen a year-on-year increase of 17.3 percent, fuelling a greater need for innovative waste disposal and where possible, recycling and reuse.

While others simply looked to turn a profit from waste removal, Melbourne’s [Ecotrans](https://www.ecotrans.com.au/) take a more wholistic approach to provide a complete end-to-end operation of building site cleaning, waste collection and disposal, whilst also meeting all OH&S and governance requirements.

**Humble beginnings**

From humble beginnings and armed with nothing more than a ute and trailer back in 2017, Managing Director, Jason Styles, has gone on to build an operation that includes 88 staff, operating 60 pieces of capital equipment including a fleet of 30 varied model Isuzu trucks.

Heading the fleet are two heavy-duty Isuzu 8x4 FYJ 300-350 twin steer vehicles fitted with a hook lift for the larger jobs.

“There was an opportunity in the market and builders quickly recognised that a specialised provider like us is more efficient for them, plus we meet the governance requirements of building authorities,” said Jason.

“Ecotrans is now the biggest provider of this type of service in Victoria.

“Our focus is on sustainability and circularity, including the establishment of our own transfer station, where we can pick-out recyclable products and repurpose them to turn a profit.

“We carry a philosophy of efficiency across everything we do.”

**Tool for the job**

This efficiency extends to Ecotrans fleet of Isuzu Trucks which varies from light N-Series through to the FY models.

With a requirement to carry a broad range of larger loads, including earth, metal and concrete, the FYJ 300-350 boasts a Gross Vehicle Mass (GVM) of 30,000 kg.

On the efficiency end, power is delivered by Isuzu’s six-cylinder 6UZ1-TCC engine providing 257 kW at 2,000 RPM.

An impressive 1,422 Nm of maximum torque (at 1,400 RPM) is transmitted to an Allison 4430 six-speed automatic transmission, specifically designed for a range of heavy-duty applications.

As Jason explains, further stability for some of the more sensitive floating of gear is provided thanks to Hendrickson’s HAS461 airbag suspension, fitted to both FY models.

“The FY models have really taken our heavier capabilities to the next level, providing greater capacity and efficiency by carrying more weight and therefore, less trips,” said Jason.

“The key thing for us is that the truck must be up to the job without compromising safety or reliability in all conditions.

“The drivers rave about the smooth drive, whether they arrive at site empty or returning fully loaded.”

**All bases covered**

Ecotrans’ requirements are extensive with a selection of applications requiring a diverse fleet including tippers, cranes, hooks, skips, sweep and bag trucks.

“We also transport excavation equipment either on the truck or on trailers, so we need that versatility for our operations,” Jason stressed.

“On top of that the sites we are working on can vary from paved streets through to dirt paddocks and everything in between.”

**Partner in growth**

A stickler for detail across all areas of the business, Styles did his due diligence on which truck brand he would steer his business with.

“I wanted consistency from the product through to the people I would be dealing with from a sales, service and parts perspective,” said Mr Styles.

“I didn’t have to do too much research to see that Isuzu was the obvious choice.

“If there is one thing that I would say about Isuzu is that they are built for purpose but are still comfortable for the driver.

“The drivers really appreciate that despite the fact they could be driving different vehicles, the interior layout is all consistent.”

**Relationships key**

Jason not only chose the highest selling truck brand in Australia, he also went with Patterson Cheney Isuzu in Keysborough and from the very outset, unlocking another key area of the relationship.

“They want my business to be successful, it’s not just a sale for those guys,” he said.

“I know they have my back and whether it be advice or having availability of after-hours service or emergency repairs, they will ensure my business is kept in motion.

“We do a mix of our own maintenance and with the newer trucks, we service through the dealership.

“With an eye on the budget I could not get genuine parts cheaper or quicker, plus they have all the information. Again, this comes back to operating a business where I am dealing with fewer suppliers and focusing on Ecotrans’ growth.”

**Lights out and away we go**

Looking to showcase the Ecotrans brand, Jason was presented an opportunity with a difference at the recent Australian Formula One Grand Prix at Albert Park.

An FSR 140-260 crane truck was pulled off the fleet for a special assignment to be on standby to recover F1, F2 and F3 cars during the race weekend.

Unlike passenger cars or V8 Supercars that require a tilt-tray for recovery, open-wheeled racecars like F1, F2 and F3 that break down on the track or have been involved in a crash, require a crane to lift them off the ground and onto the flatbed of the same truck.

“Chris Bitter from Mack Tow did the intro and we took the opportunity with both hands, detailing the truck and decking it out with a motor sports livery,” Jason pointed out.

“I was hoping the truck might get some use and when the heavens opened on the Sunday, it was frequently out collecting race cars.

“It ended up cutting a few laps over the weekend, with many friends and clients sending me photos of it in action.

“For the Ecotrans crew it was an incredible experience picking up an F1 car one day and going back to removing building waste on Monday!”

**Onward & upward**

Not quite ready to make the fulltime move into the glitz and glamour of F1, Jason is focused on expanding Ecotrans further across Victoria and eyeing further opportunities in the blossoming waste circularity space.

“Construction is not slowing down, so further opportunities will continue to present themselves and we aim to be there to meet the demand,” he said.

“Right now, we are operating in the wider Melbourne metro area but we’re pushing down towards Gippsland and then we will investigate other areas of the state.

“There’s more that can be achieved in waste circularity, and we’re looking to establish more waste transfer stations to achieve even greater efficiencies for the building industry.

“On the vehicle side of things, I’m excited to see the new range of trucks released by Isuzu, especially in terms of emissions and efficiency.

“I have a need to replace some of the older vehicles and at the same time expand the fleet – I will be doing that with Isuzu.”

**ends**

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