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**TOO HAUTE TO HANDLE: STOP SLOW TRAFFIC CONTROL GOES ALL OUT ON TRAYPACK FLEET**

If you’re slowing down for roadworks around the Illawarra in New South Wales, you might also give a wave to the crew driving the highly visible and uniquely customised fleet of [Stop Slow Traffic Control](https://sstc.com.au/) vehicles.

Stop Slow provides a range of traffic control services, including designing traffic plans, on-site traffic management, risk management and traffic equipment hire for their local area.

This means you’ll find the team operating at everything from road works, constructions sites, public events, and even the odd film shoot, whenever their expertise is called for.

Having recently celebrated their 13th birthday in business with a loyal team of 80 staff and fleet of 45 vehicles, Stop Slow has continued to reach milestones and higher safety standards thanks to the reliability of their Isuzu truck fleet, according to Director Lisa Murphy.

This includes 14 Isuzu trucks with the Ready-to-Work Traypack as a firm favourite; seven NNR 45-150 Crew Cab Traypacks, four NLR 45-150 Traypacks, two NLR 200 Traypacks and one FTR 900 Medium Rigid Traffic Mounted Attenuator that helps safely direct traffic and drop off equipment and crew.

Lisa said their unforgettable truck designs—which are complemented by catchy names—came about through a heightened demand for their service during the pandemic.

“Traffic control became a priority during COVID but when we needed to increase our fleet, we also had no time to respray trucks,” said Lisa.

“We got a plain white NNR from [Suttons Motors Arncliffe](https://www.suttonsisuzu.com.au/) and from an idea to use a black wrap, it quickly became ‘Black Panther’ in honor of my daughters favorite NRL team, the Penrith Panthers.

“From that point on, we have continued to roll with the idea of customising each truck, with signwriter [Di Signs](https://disigns.com.au/) using the inspiration to come up with new designs. the inspiration to come up with new designs.

“We have our 10-year anniversary truck known as ‘Black Betty’ in honor of my mother and the popular Spiderbait song—this truck has been a hit amongst our staff and clients.”

With many different locations, conditions and operational requirements, Stop Slow Traffic Control has designated a role for each of its Isuzu vehicles.

“Queeny is one of our advanced warning vehicles, so it’s a smaller truck that sits on the road shoulder prior to the worksite with a variety of warnings on its message board,” Lisa explained.

“The Queeny idea came about when I just had a baby and my husband organised for our latest NLR truck to be done in a pink theme as a surprise for me.

“Di Signs assisted with the design process and wrapped the truck in a glitter pink vinyl with a crown consisting of my initials, because my staff are always calling me ‘The Queen.’”

Wrapping their vehicles with a personalised design brings more attention, but also provides a point of difference for Stop Slow from their competitors, which has had multiple benefits for the business, Lisa explained.

“Most other traffic control companies have plain white vehicles with a logo—there's nothing that's really eye-catching or that makes them stand out,” she said.

“People actually notice our vehicles, which is a critical safety requirement, plus the team have so much pride in the trucks that they are always presented clean even after working in all types of weather and site conditions.

“But we are not all for show here at Stop Slow; we work towards being the best and the most reliable traffic control company in the Illawarra, which at the end of the day is what we’re all about.”

Both NLR and NNR 45-150 Traypack models come with a 4,500 kg GVM that can be driven on a standard car licence, opening the potential for multiple Stop Slow staff to get behind the wheel.

The Traypack model’s heavy-duty aluminum tray, grab handles, removable drop sides and an easy-to-release tailgate add up to deliver a driver-friendly package.

Both NLR and NNR Traypack models also feature an integrated headboard and rear window protector plus the addition of Isuzu’s genuine bullbar for the protection of company staff.

For Stop Slow, the Traypack’s factory fitted reversing camera, which can operate in low light conditions and importantly includes a microphone, means the driver can hear instructions from the team working outside the vehicle while keeping an eye on what’s happening behind.

The NLR Traypack features a tray space length of 3,150 mm and just under two metres wide, while the NNR Traypack Crew offers slightly more space measuring 3,600 mm in length and just over two metres wide.

This generous allocation is beneficial to Stop Slow as they fit sign cages to hold all the necessary signage and safety equipment for the crew.

“The Isuzu trucks are a great set-up for us as our equipment fits perfectly onto the Traypack and is consistent across all the vehicles for the crews,” Lisa said.

“Suttons Arncliffe and in particular, sales consultant Daniel Ferreira, recognised what we were after from the get-go.

“My crew love driving the Isuzu trucks; they appreciate the quality level of comfort and safety.”

Isuzu’s N Series Traypacks come with an industry-leading, six-year standard factory warranty (or 250,000 km) covering cab chassis, and three-year (unlimited km) warranty on body equipment. This is supported by a generous six years of 24/7 unlimited roadside assistance.

The assurance of ongoing OEM support is appreciated by Lisa, who is planning for some busy years ahead.

“The trucks themselves are all maintained using Isuzu genuine parts, which ensures we have little downtime and can continue to meet the needs of our customers,” she said.

“Our demand is set to increase with a greater emphasis on workplace safety, where more traffic management services will be required.

“It will also mean more planning, designing and naming of new Isuzu trucks,” Lisa concluded.

**ends**

**For further information, please contact:** **For Isuzu Trucks releases and photos:**

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