



**Donavin Hawkey**  
 Design Office Manager  
 Serco Industries  
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“Most customers are payload-driven. The TruckScience program allows us to tailor our trailer designs to our customers’ needs.

Previously, we were limited to standard trailers or standard rigids, but we have a lot more options to offer our customers now.”

Started as a family business in 1981, Serco has grown into one of South Africa’s leading and most trusted insulated and dry freight truck body and trailer building companies.

The company now employs more than 400 staff at branches in Durban, Johannesburg, Cape Town and Gqeberha.



## Before TruckScience

Donavin Hawkey is Design Office Manager at Serco. Before TruckScience, Donavin used an Excel spreadsheet for weight distribution calculations, then created a drawing in .dxf format.

The process was time-consuming, the information was not 100% accurate, and it was very limiting in that it only catered for basic trailer design.

“One of our Sales guys discovered the TruckScience program, and when we got a demo, we realised it would save us a lot of time.”



## Implementing TruckScience

“We were impressed with the accuracy of the TruckScience calculations from the start. We had been using spreadsheets for our calculations, so we already understood weight distribution concepts and were familiar with the formula.

There are many time-saving features built in to the program. We’ve imported our own trailer drawings to the library, which helps to speed up the calculations.

We also save our finished calculations to our profile. We can re-open these for a new customer, and just adjust the wheelbase to optimise the design for their needs. It was very easy for our sales guys to get up to speed with it, as the app itself is self-explanatory.”



## Impact of TruckScience

“By using TruckScience, we can offer many more design options to our customers, and ultimately sell more trailers.

We listen to our customers’ input and can collaborate with them to tweak the designs, mapping loading scenarios to ensure all their needs are met.

Our Drawing Department appreciates getting a head start with a rough design.

Using the tool improves communication between our salespeople and our customers. It helps us right across the organisation, from Sales to Manufacturing and Operations.”



## Favorite Feature

“I love the TruckScience reports, with true-to-life drawings and customised with our company logo. I generate calculations and email them straight through to our Sales guys, ready to be shared with the customer.”