

GOSCOR EARNS ITS STRIPES AT ADIDAS

Goscor Lift Truck Company recently delivered another Crown RDS 5700 reach truck to UTI Contract, Logistics and Distribution (CL&D) division for its dedicated Adidas warehouse in Cape Town. This is the second machine of this kind acquired by UTI from Goscor this year.

Joe Schreuder, UTI CL & D service and delivery manager, says the main advantage of this Crown machine is its unique pantograph reach carriage – mounted on a mast which is fixed to the chassis – giving the option to put the load away in one movement, thus enabling a very quick action without compromising stability.

With regard to the specific application in the Adidas warehouse Schreuder says that the Crown RDS 5700 is perfect. "It is able to stack above 9 meters and stack a 1000 kg pallet double deep. This is necessary in order to be able to put pallets in racking behind a conveyor and also to place pallets in the pick-up and delivery station for action by the Crown TSP 1.5 turret trucks. These pallets are then stored in very narrow aisle (1800mm) racks at up to 13 meters," explains Schreuder.

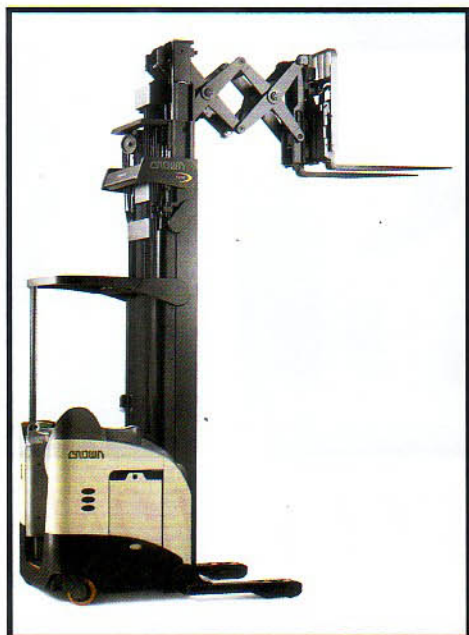
"Also, the operator is able to stand or sit during operation, which is not only more comfortable, but considerably enhances safety in the warehouse," he says.

Apart from the two Crown RDS 5700 reach trucks, there are six Crown TSP 1.5 turret trucks in this warehouse.

Schreuder says that Crown machines are amongst the best he has ever worked with. "The Crown technology is world class and is matched by the service and dedication of the Goscor team. Reducing downtime is critical to our business and it's comforting to have a team behind us that is always prepared to go the extra mile."

John Petrie MD Goscor Western Cape says that having UTI as a client is a real feather in his company's cap. "They are a thoroughly professional organisation, which makes our job that much easier," he said.

Meanwhile Imperial Holdings Limited, through its subsidiary AMH has recently acquired a majority shareholding in the Goscor Group of companies, of which Goscor Lift Truck Company is a part.



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Neil Wilson, CEO of Goscor, says that being part of the Imperial Group gives Goscor a new platform, allowing it to take advantage of Imperial's substantial Southern African footprint. "Their financial muscle and solid reputation in the market which will help us to further develop our business," he said.

Goscor Lift Truck Company is the sole provider of leading global forklift brands Crown, Doosan and Bendi in South Africa. Crown is the world leader in the manufacture of electric materials handling equipment. Its quality, engineering and reliability has allowed Crown to capture nearly 40% of the local market in warehousing equipment. Doosan provides Goscor's internal combustion forklift and brings state-of-the-art, robust and well priced Korean machines to our market. Bendi supplies the world's largest range of articulated forklift trucks for very narrow aisle applications. Goscor Lift Truck Company accounts for almost 40% of the Goscor Group revenue, and boasts major clients in warehousing, wholesale and retail sectors.