

Unilever shows faith in Goscor products

UNILEVER has chosen Goscor Lift Truck Company (GLTC), South Africa's fastest growing materials handling equipment business for one of its new factories.

"We're in the process of building a state of the art new factory and we assessed from scratch our material handling equipment requirements," says Unilever engineering manager Doug de Bruyn. "We assessed the product offering, capital cost, maintenance support, additional value-adds and the total life-cycle cost, and could not justify moving away from our current long-time supplier, Goscor, for the new facility."

De Bruyn adds that materials handling is a critical function in Unilever's business and the partnership that has developed over the years with Goscor has been extremely valuable. "We move a vast amount of goods 24/7 and Goscor has

always been there when we have needed them whatever the time of day. This has helped us considerably to reduce our downtime to minimal levels, which is key in our business," he says.

"Although important, price was not the only consideration and we have therefore resisted the temptation to specify lower quality equipment in search of better capital prices," de Bruyn says. "We take a holistic view of the investment over the life-cycle of the product and, taking everything into account, our ROI in terms of the Goscor product has been excellent."

Michael Keats, regional manager GLTC KZN, says that it was especially encouraging that, after a thorough re-assessment of its MHE needs, Unilever chose to continue working with his company. "We have certainly developed a mutually beneficial partnership over the years by each of us doing the basic

things correctly. One of those things is to never take anything for granted and to continue servicing the business as passionately after the delivery of the 70th machine as one did after delivering the first, 12 years ago," he says.

GLTC's most recent delivery to Unilever comprised 19 machines bringing to 70 the total number of Goscor machines at Unilever and GLTC KZN sales manager, Warren Newell, says that one of the most challenging things about Unilever is the range of vehicles in its fleet. "From very narrow aisle machines that lift up to more than 12m and are installed with sick sensors which detect any movement in an aisle and automatically cut the engine for safety, to 'zone 22' flame-proof protected powered pallet trucks that work in soup powder areas, there is a Goscor machine for almost every conceivable materials handling application at Unilever," he says.