

Consistency in delivery

A brief visit to underground mining equipment manufacturer Joy Global's head office in Steeledale, south of Johannesburg, reveals the supreme professionalism with which this company is run, from the friendly yet business-like approach at reception to the manner in which one is received by management.

Darryl Shafto, Managing Director of Goscor Lift Truck Company (GLTC) is known for his no-nonsense, straight talking. "It's one thing making the initial sale but altogether another thing keeping your promises. And not just for the first month or the second but for years on end," he says.

He adds that he is particularly proud of his company's association with Joy Global, which goes back to 1998. "All 14 of the original forklifts they bought back then are still operational, which is testament to both the manner in which they have been cared for by the company, the inherent quality of our product, and the ongoing service we have given them," he says.

All the original Doosan forklifts sold to Joy Global are still in use.

"It's important to note that it hasn't always been plain sailing. There have been challenging times, but those are the moments that really test a team's resolve, perseverance and effort, which, in the end, make the difference between good companies and great ones," he says.

Willie Marx, Maintenance Foreman, who has been at Joy Global for more than 20 years, like Darryl, says it like it is: "Goscor's service has been outstanding. Nothing is ever too much for them in terms of service even to the extent that they have a dedicated maintenance technician visit our sites every day. In short, they go the extra mile and more," he claims.

With its world renowned brands – Doosan, Crown and Bendi – and an experienced and enthusiastic team, GLTC has become South Africa's fastest growing materials handling equipment business. "One of the most important factors in our success has been our consistency, our ability to deliver an excellent service over a long period of time. In our industry the 'fly-by-night' syndrome is prevalent and Goscor's approach is diametrically opposite to this in every way. We believe in qualitative, long-term partnerships with our customers, our staff and our suppliers and we do whatever we can to make this a reality," says Darryl.

Although Joy Global has some Crown warehouse equipment in their fleet, the vast majority of their machines are Doosan forklifts. "The foundation of a good relationship in our business is the quality of the machine," he says. "One can give the best service in the world but the product, like Doosan, must simply be the best."

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There's no doubt that Doosan fits the bill. One of the most successful Korean conglomerates, Doosan is a world-class manufacturer of lift trucks. The company made world-wide headlines in the industry when it introduced its "brakes for life" system – an oil-cooled disc brake system, which, being totally enclosed, eliminates all outside contamination of any humid, abrasive or corrosive dust particles. The system significantly reduces operating costs and GLTC offers on it a 60-month, unlimited hours guarantee.

With manufacturing facilities globally, Crown is the world leader in the manufacture of electric materials handling equipment. Its range of products in South Africa include: hand-pallet trucks, powered forklifts, powered stackers, low-level and mid to high order pickers, rider pallet trucks, wave mobile ladders, reach trucks, counterbalanced trucks and more.

GLTC's Ronald Ryan, who looks after the Joy Global account, says he loves it when a plan comes together. "Like all A-teams the Joy Global/Goscor partnership is an example of an excellent client/customer relationship. Partnership is our basic plan and when it works like this it's most encouraging," he concludes. ♦

