

## Emerging in the Eastern Cape

A full range of specialist light construction machinery is being rolled out across the Eastern Cape as part of a new partnership between HPE Africa and Goscor Power Products. The new agreement means that HPE Africa will supply Goscor machinery from its newly established East London dealership; offering sales, service and maintenance support on a wide range of Meiwa rammers and rollers, as well as Vibracon compactors and concrete cutters.

Hein Stander, HPE Africa national service manager, says: "When we opened our East London branch in February this year, we identified the need for smaller machinery as there are a number of start-up contractors who can't afford

large equipment. When looking for suppliers, we found that the service from Goscor was outstanding and so were the prices. We are able to cater for a number of emerging contractors locally and I believe that Goscor Power Products can capture a good portion of the market through the newly formed partnership with HPE Africa."

Mark Bester, national sales manager for Goscor, points out: "Smaller contractors in East London are only given the option of cheap and inferior products. The range of top-quality and affordable machinery is a winning formula which will change the face of this local market and make us a strong competitor in the area."