

# High demand for equipment fills order books

WITH exceptional demand for both its warehousing equipment and its industrial cleaning range Goscor Eastern Cape is riding high! This is according to Goscor Eastern Cape Branch Manager, Mike Burley.

"Our exceptional, world-leading brands combined with Goscor's service ethic has enabled us to maintain an excellent order book in this tough economic environment," says Burley.

"Exceptional" and "world-leading" is not wrong! In terms of the logistics and warehousing industries Goscor boasts some of the most famous brands in the world including Crown, Doosan and Bendi.

With manufacturing facilities globally, Crown is the world leader in the manufacture of electric materials handling equipment. Catering to the ever-changing demands of warehousing, Crown has equipment to suit every conceivable warehouse application.

Doosan, is a world-class manufacturer of one of the finest selections of lift trucks. The company's "brakes for life" system – an oil-cooled disc



*Crown has equipment to suit every conceivable warehouse application*

brake system, which eliminates all outside contamination by any humid, abrasive or corrosive dust particles,

significantly reduces operating costs and GLTC offers a 60-month, unlimited hours guarantee on it.

Bendi is a revolutionary counterbalanced, articulating forklift, which can work in very narrow spaces. Even in widths of just 1.8m, the Bendi helps the operator work faster, safer and more accurately.

"Our range of products and Goscor's professionalism in the Eastern Cape has been key to GLTC's considerable success," says Goscor Lift Truck MD Darryl Shafto. "Two years ago the total number of lift trucks sold in South Africa was down 70% owing to the recession, but thanks to our strength in the warehouse segment, the downturn left us virtually unscathed", he says.

In terms of its industrial cleaning division, 'world-leading brands' is also a relevant description and Goscor Eastern Cape offers, inter alia, Tennant, perhaps its most famous marque.

Goscor's Tennant range includes award-winning industrial and commercial sweepers, scrubbers, coat-

ings, detergents, carpet cleaning equipment, vacuums, floor machines, burnishers and more.

Goscor's other brands include Elgin sweepers, which have been cleaning roads and airports since 1914; Cherrington beach cleaners whose manoeuvrability and unique sifting system make the ideal machine for both large and small ocean beaches as well as many agricultural applications; Italimpia, renowned for its quality janitorial products and accessories and Ghibli, one of the world's leading manufacturers of wet / dry industrial vacuum cleaners, Guzzler vacuum tankers and Vector combination jetting units, have started to attract attention in

the local market.

Recently Goscor added Delfin, a world leader in the manufacture of industrial vacuum cleaners and suction units, which has developed a range of products suitable for solving specialist cleaning and recycling challenges in a wide range of applications.

Burley says that giving his customers' an individual service is the secret to his branch's success. "We are not an off-the-shelf company. We like to understand completely what our customers need and provide solutions that meet these needs. In this way we develop partnerships for the long term," he says.

*Enquiry No: 34*