

## Goscor acquires Hi-Reach Manlift

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SOUTH African industrial equipment distributor Goscor has acquired a majority stake in powered access specialist Hi-Reach Manlift, the sole distributors in South Africa of the Terex-owned Genie range of mobile elevating work platforms (MEWPs), or 'cherry pickers', and other related equipment. The company will be known as Goscor Hi-Reach.

Goscor director **Anton Bothma** says the acquisition gives the Goscor group a solid entry into the work-at-height market. "Our philosophy has always been to work with the number one or two brands in their respective industries and Genie fits this bill. Also, this market has good synergies with many of our other leading brands in

the group, especially our Doosan forklifts and Crown warehousing equipment," he says.

Goscor Hi-Reach MD **George Landsberg** has been involved in the MEWP market in South Africa from the early days, having set up Johnson Access in 1998. He established Hi-Reach Manlift in 2005, which set the stage for a strong and viable distributor of this range of MEWPs, light towers, telescopic handlers and more, including the range of small Hy-Brid self-propelled and push-around scissor lifts, manufactured in the US by machine manufacturer Custom Equipment.

Earlier this year, Landsberg signed a new extended distribution agreement with Genie Industries for the ongoing distribution rights for its products across sub-Saharan Africa. Together with his team, Landsberg will continue to run the Goscor Hi-Reach operation from its location in Alrode, Alberton.