



equipment

Entering the Eastern Cape market

A window of opportunity has been opened to emerging contractors in East London, as industry-leaders High Power Equipment (HPE) Africa and Goscor Power Products join forces to supply a range of reliable and cost-effective construction machinery to the market.

A FULL RANGE of specialist light construction machinery is being rolled out across the Eastern Cape, as part of a new strategic-partnership between HPE Africa and Goscor Power Products.

Goscor Power Products specialises in the distribution of light construction machinery and world-renowned Robin engines, which will soon be renamed 'Subaru Industrial Engines'. The new agreement means that HPE Africa, the sole distributor of Hyundai earthmoving equipment in Southern Africa, will supply Goscor machinery from its newly-established East London dealership – offering sales, service and maintenance support on a wide range of top-quality Meiwa rammers and rollers, as well as Vibracon compactors and concrete cutters.

"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 cannot afford large equipment. When looking for suppliers, we found that the service from Goscor was outstanding, and so were the prices," explains Hein Stander, HPE Africa national service manager.

Goscor Power Products entered into the South African construction industry a number of years ago, and has so far received a positive response from construction customers and the hire industry. Goscor national sales manager, Mark Bester, attributes this early success to the quality of the machinery, and is confident that it can be expanded with the backing of HPE Africa.

"There are a number of emerging contractors that we are able to cater for locally, and I

believe that Goscor Power Products can capture a good portion of the market through the newly-formed partnership with HPE Africa. Goscor's range of top-quality and affordable machinery is a winning formula that will change the face of this local market, and make us a strong competitor in the area," says Bester.

Among the products on offer are the Japanese-built Meiwa rammers, which are specifically-designed for the compaction of soil in medium and deep layers, trenches or foundations. Both the RT-70RD and RT-70F models have dimensions of 700 x 430 x 1 100 mm, and are ideal for compaction work in confined areas, and where high compaction density is required, explains Bester.

"The Vibracon offerings from Goscor include the TKP-90 and TKP-110 range of compactors, designed for removing air from the soil through vibration, as well as to prepare soil beneath housing foundations, floor slabs and paving," says Bester. Contractors looking to cut concrete slabs now have the option of purchasing one of Vibracon's state-of-the-art concrete cutters, which have precision blades measuring between 12 – 18 inches and can cut to a depth of up 165 mm, with a maximum output of 4 000 rpm.

Bester points out that Goscor's exclusive range of machinery is capable of withstanding the harsh South African climate and landscape, owing to the fact that they are powered by world-class Subaru engines – a brand renowned for its strength and reliability. "What sets Subaru apart from its competitors is the fact that all engines have a three-year warranty, and can easily last 30 – 40%



Plate Compactor.

Power Float.

longer than competitor engines, that retail at the same price. Subaru engines also require less servicing and have lower noise levels and carbon emissions, making it perfectly-suited to the local environment," he says. Stander notes that service levels offered by the new partnership will be unrivalled in the area, owing to the fact that all clients' needs can be met on site with support from HPE Africa's East London dealership.

"In the past, a contractor would have to wait for an overnight delivery to receive a certain part for their machinery, causing unnecessary downtime and added expenses. We have eliminated this problem by keeping a full range of stock in East London, and we offer the same-day service for spares, parts and maintenance," he notes.

Stander points out that HPE Africa views East London as a base to expand the partnership into other regions: "East London is our starting point, and we are looking at extending Goscor products nationally, wherever there is demand for light construction machinery."

Although Goscor's entry into the market has got off to a good start, Bester admits that the company has to overcome a number of challenges while entering the Eastern Cape market. "It will take time for Goscor to establish its brands as being both affordable and reliable; however, with a partner like HPE Africa – which is well-known for its product quality and support, I am confident that we can achieve this," Bester concludes.