

Goscor – Twenty five years of excellence

The Goscor group celebrates this year its 25th year. Founded by **George Siddle** in 1984, Goscor made a profit in its first year of trading and has grown from strength to strength since.

“From day one we have seen business as a three-way partnership between our company and its people, its suppliers and its customers,” says George’s son, **Tony Siddle** who took over the reigns of the company when his father passed away in 2003.

“Making excellent relationships the foundation of our business has helped us develop a strong and sustainable business,” says Siddle. “We were never here for the short haul, rather taking a long-term view on everything we have done.”

One of the results of this philosophy for Goscor is long and unusually close relationships with its suppliers. “From the start we decided to deal with world leading brands and our first products – Crown, Tennant and Robin Engines (now Robin/Subaru) – were, and still are, just that.”

Of course, 25 years later, consistent with Goscor’s underlying business philosophy,



TONY SIDDLE CEO (above)
NEIL WILSON CFO (below)



these brands are still with Goscor, having been joined by other world leaders like Lincoln Electric, Esab, Doosan, Elgin, Ghibli, Meiwa, Sullair and others.

“Having these brands in our stable is a great thing. But we understand that great product is just the starting point,” says Siddle. “It’s the quality of service that we provide around the products that makes all the difference and I believe that we have been successful in providing a world class service to our customers, both during and after the sale, consistently over the years.”

Siddle adds that one of the main reasons for being able to achieve this has been the emphasis on specialisation and focus. “To give a good service on a Robin Subaru engine or a Doosan forklift or an Esab welding machine or a Tennant industrial cleaner, our customers need to deal with experts in their respective fields,” he says.

One of the first things Siddle did when he became CEO was to split the company into the specialist business divisions that exist today – namely Goscor Cleaning Equipment, Goscor Lift Truck Company, Goscor Arc, Goscor Power Products and, latterly, Goscor Rental. “Before the split a parts manager, for example, was expected to know everything about all parts across the board. Now, each business unit concentrates solely on its own products, which has been the key to our success,” he says.

This has all resulted in each business unit being able to build special relationships with its customers. “If specialisation and focus are the bricks of our business, customer service has been its mortar,” says Siddle. “We understand that without our customers we have nothing and we are very grateful that we have built extraordinary partnerships with so many of them.”

If we want to continue with our successes for the next 25 years, we must continue to give our customers the best, long-term service. George Siddle knew the magic of the “we’re here to stay” philosophy. We are not interested in cutting up-front costs just to get a deal. We’re in partnership with our customers for the long haul. That’s why we are interested in saving them money over the life-cycle of our products. And we do this by providing the best products and the best after-sales systems and service over the life of the product. That’s how we have created real value and how we will continue to do so,” he concludes.



GEORGE SIDDLE (middle) receiving Goscor’s first Tennant Distributor Award, circa 1987



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Goscor Rental on a high

Previously known as Gosrent, Goscor Rental Company (GRC) has been servicing the market for the past 25 years and has become a trusted supplier of flexible rental solutions to the materials handling and industrial cleaning industries.

“There are so many advantages to renting, especially in challenging economic times, we decided to create the space for GRC to operate as a separate entity within the group. So far, this decision has been vindicated by good performances,” says Goscor chief financial officer **Neil Wilson**.

‘Good performances’ may be a bit of an understatement as in its first year of trading as a separate entity, it showed growth of more than 37%.

GRC rents out the group's Tennant cleaning equipment, Crown warehousing equipment and Daewoo lift trucks.

MD **Anton Bothma** says that he is pleased with the way things have progressed. “We have two distinct advantages, the first is belonging to a group where the customer service ethic is

exceptionally strong and the second is that in Tennant, Crown and Doosan we have world-leading products.”

He adds that the decision to supply operators with the equipment where possible has made a tangible difference. “This is unique in our industry. Operators are key to the overall efficiency equation and since doing this we have seen significant savings because the equipment is better cared for and there is less downtime.”

Meanwhile GRC has been involved in several high-profile contracts including the supply of ride-on Tennant sweepers to Soccer City, sweepers to the Gauteng Freeway Improvement Project, a long-term contract with Kimberley Clark for a Tennant S30 and rentals of a wide range of forklifts and warehouse equipment to companies like Pick n Pay, Spar and others.

“Intra-company teamwork is a vital component in our success,” says Bothma. “The Cleaning and Lift Truck sales teams are at the coal face and must interface with our sales team in providing a concerted



ANTON BOTHMA
Supplying operators with rental equipment makes a difference.

rental solution to our customers. This is being achieved with great success.”

The welder's welding company



ROB PIRIE
In ESAB and Lincoln Electric, Goscor Arc has the world's two leading welding brands.

Goscor Arc, acquired by the group in 1986, is one of the leading solutions providers to the welding industry in southern Africa. It originally built its name on the quality of its service and the ESAB brand. More recently it also took on the Lincoln Electric agency for this region.

“We now have the two leading welding brand names in the world, enabling us to provide our customers with solutions for a wider range of applications than ever before,” says MD **Rob Pirie**.

“But, despite the fact that we are experts in the products of these two leading brands, I must emphasise that we provide total solutions to welding challenges.”

“In essence the company will continue providing its customers with the most cost effective and efficient solution for their welding needs irrespective of what equipment or service is required.”

One of these services, for example, is training from its dedicated training centre in Richards Bay, where the central goal is to supply industry with sufficiently qualified welders for specific jobs.

In what is regarded as a significant coup in the industry, Goscor Arc recently launched a new division which will focus on Lincoln Electric branded Gas Welding and Cutting equipment manufactured in the renowned Lincoln-owned Harris facilities in Europe.

“The new Lincoln Electric products are an excellent fit in our company alongside the other world-leading products we distribute,” Pirie says.

Explaining why Goscor Arc changed its name from Arc Engineering, Pirie says: “There are many benefits to being part of a large, powerful organisation, especially in challenging trading times. People trust in bigger organisations, having more faith in their ability to deliver a service long after the deal is done.”

Pirie adds that he also wanted to get away from the 'engineering' label as it has been at least ten years since Goscor Arc built any engineering products. “We have focused on welding and cutting solutions and the decision to do so has paid off handsomely.”



Wishing Goscor a Very Happy 25th!

Tennant Company is proud of its long-standing partnership with Goscor. For decades, Goscor has supplied quality Tennant equipment to the South African market at unbeatable values. Congratulations to our friends at Goscor!

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Goscor's powerhouse

Goscor Power Products (GPP) has built an enviable reputation across a wide range of sectors including construction, agricultural, turf-care and industrial markets where it distributes a wide range of world-class brands such as such as Robin Subaru engines, Meiwa, Grasshopper mowers and Sullair compressors.

Michael Faber, GPP MD, says the basic philosophies of the Goscor group – integrity, focus, service and leading products – are very powerful and GPP is a good example of them in practice. “In short, we have quality products backed by excellent people.”

Faber explains that GPP's Robin/Subaru engines, the foundation of the business – and with Goscor from the inception of the group – use advanced SUBARU car engine technology and carry a 2 or 3 year warranty depending upon application.

Fourteen years ago the company entered the Zero Turn Radius (ZTR) market and, with a full range of Grasshopper ride-on lawnmowers in petrol and diesel, became the number one in South Africa in this sector.

Four years ago, GPP entered the light construction equipment market to further establish the Robin Subaru brand. “We now offer quality construction equipment imported from Japan powered by Robin Subaru, and all of our equipment has been tested for the harsh, dry and dusty conditions in South Africa.”

One of the brands in the GPP stable is Sullair, which is world-renowned for its portable and stationary single/twin screw compressors for the construction, drilling, industrial and related industries. Sullair rotary screw vacuum pumps are also part of the range. These are used extensively in the hospital and related markets and are known for their reliability and low maintenance requirement.

Recently GPP acquired equipment hire company Dash Plant and Tool Hire in Benoni. “The robustness and longevity of our products are ideally suited to the hire business and this acquisition will enable us to provide our customers with yet another excellent solution going forward,” concludes Faber.



MICHAEL FABER

Quality power products backed by excellent people

Clean sweep

Part of the Goscor group since George Siddle founded the company in 1984, Goscor Cleaning Equipment (GCE) has equipment and cleaning solutions to suit a wide range of customers across a multitude of applications. It boasts the leading brands in the industry including Tennant, Elgin, Italimpia, Ghibli Guzzler, Vactor and Cherrington.

Tennant, renowned worldwide for its quality and durability, is an example of the extraordinary relationships Goscor has had with its suppliers over the years. “We are more than just Tennant distributors,” says Goscor CEO Tony Siddle. “The level of trust that exists between us is extraordinary.”

Tennant's offerings include award-winning industrial and commercial sweepers, scrubbers, coatings, detergents, carpet cleaning equipment, vacuums, floor machines, burnishers and more.

GCE MD **Ricky Bodmer** says that quality relationships all-round have been an important part of the success of the business. “We try to give a personalised service to our customers.”

He adds that one of the most important results of personal service is long-term thinking. “We believe in giving our clients solutions that will be more efficient for them in the long term. We offer solutions that result in low total cost of ownership over the life-cycle of the product rather than cutting costs just to get the deal.”

This philosophy underpinned GCE being the first in South Africa to introduce

complete cleaning solutions, moving away from the traditional supply of off-the-shelf cleaning equipment and detergents.

Apart from Tennant, GCE has Elgin sweepers, which have been cleaning roads and airports since 1914; Cherrington beach cleaners whose manoeuvrability and unique sifting system make them ideal 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. New brands, Guzzler vacuum tankers and Vactor combination jetting units, have started to attract attention in the local market.



RICKY BODMER

No cutting of costs just to get the deal

CROWN

Reaching New Heights Together



Crown is extremely proud of its long-standing business partnership with Goscor. For decades, Goscor has supplied quality Crown equipment to the South African market at the lowest total cost of ownership.

We wish Goscor a Happy 25th Birthday!



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Goscor Lift Truck Company (GLTC) has become a leading supplier to the logistics and warehousing industry in South Africa, boasting many blue-chip companies amongst its loyal customers including icons like Makro, Pick n Pay, Spar, South African Breweries.

MD **Darryl Shafto** says that his company's service ethic has made the difference. "We have outstanding product, which we support with world class service. Our service targets are set at the highest levels with no detail being too small. This has helped us build excellent partnerships with our customers whose business we value deeply."

Shafto adds that the integration of the company's sales and service functions has been instrumental in GLTC's success. "They are two sides of the same coin and making them work as one has made a palpable difference to our business."

GLTC is the sole distributor in South Africa of some of the most famous brands in the industry 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

Giving a lift to businesses the Goscor way

demands of warehousing, Crown has equipment to suit every conceivable warehouse application.

Doosan (formerly Daewoo) 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 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.

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

Goscor Lift Truck Company operates from the Goscor group head office in Chloorkop, east of Johannesburg, with fully equipped branches strategically situated in all major centres of South Africa.



DARRYL SHAFTO
Integration of sales and service functions benefit Goscor Lift Truck customers

The brand – pulling it all together



DEBBY PARSONSON
Harnessing the power of the Goscor brand into marketing collateral

While the fundamental philosophy of the Goscor group has been "focus" and "specialisation", which has resulted in the individual business units working almost exclusively in their own spaces, the time came to utilise the enormous potential of the powerful Goscor brand.

"The sum of the Goscor group parts is a very powerful brand and our effort to communicate this message to our various markets is starting to take shape."

"Goscor has over time become a potent brand in the industrial equipment sector and we had to make the most of this without detracting from each business unit's independent identity," says group CEO

Tony Siddle. "This required creating a more coherent group identity, which has been done successfully by our marketing team."

The team, headed by group marketing manager **Debby Parsonson**, has burnt the midnight oil over the last year or so to harness the power of the Goscor brand into relevant and exciting collateral.

"It's been a challenging process pulling it all together," says Parsonson. "The sum of the Goscor group parts is a very powerful brand and our effort to communicate this message to our various markets is starting to take shape."

She adds that every aspect of Goscor's visual identity will be consistent with the "look and feel" created for the brand. "From outdoor signage and stationery to vehicle livery and the media, our motto will be consistency. In this way we will help build the already powerful Goscor brand into a South African industrial icon."



Wishing Goscor a **Very Happy 25th!**

For decades, Goscor has supplied ESAB Welding & Cutting Equipment & Consumables to the South African market. Congratulations to our friends at Goscor!

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