

Consistency in delivery: a joy to clients

Even a brief visit to underground mining equipment manufacturer Joy Global's head office in Steeledale, south of Johannesburg, reveals the supreme professionalism with which this company is run.

Joy Global, with more than 125 years experience, manufactures and markets original equipment, aftermarket parts and services for underground mining, surface mining and a range of industrial applications.

"There is a powerful culture of professionalism throughout the company with an emphasis on efficiency and safety," says Joy Global's commodity manager Palesa Mngomzulu. Willie Marx, maintenance foreman, concurs: "We are in an industry where safety is paramount, and thus attention to detail is critical," he says.

So, to be a successful supplier to this company is not easy. It takes consistency in both product quality and service excellence – attributes that Goscor Lift Truck Company (GLTC) excels at.

"It's one thing making the initial sale but altogether another thing keeping your promises. And not just for the first month or the second but for years on end," says Darryl Shafto, managing director of GLTC.

He adds that he is particularly proud of his company's association with Joy Global, which goes back to 1998. "All 14 of the original forklifts Joy bought then are still operational, which is testament to the manner in which the forklifts have been cared for by the company, the inherent quality of our product, and the ongoing service we have given them," Shafto says.

Marx, who has been at Joy Global for more than 20 years, says: "Goscor's service has been outstanding, even to the extent that they have a dedicated maintenance technician visit our sites every day."

With its world renowned brands – Doosan, Crown and Bendi – and an experienced and enthusiastic team, GLTC has become South Africa's fastest growing materials handling equipment business. "One of the most important factors in our success has been our



All the original Doosan forklifts sold to Joy Global are still in use.

consistency, our ability to deliver an excellent service over a long period of time," says Shafto.

Although Joy Global has some Crown warehouse equipment in its fleet, the vast majority of the machines are Doosan forklifts. "The foundation of a good relationship in our business is the quality of the machine," says Shafto. "One can give the best service in the world but the product, like Doosan, must simply be the best."

There's no doubt that Doosan fits the bill. One of the most successful Korean conglomerates, Doosan is a world-class manufacturer of lift trucks. The company made worldwide headlines in the industry when it introduced its 'brakes for life' system. This oil-cooled disc brake system, being totally enclosed, eliminates all outside contamination of any humid, abrasive or corrosive dust particles. The system significantly reduces operating

costs and GLTC's 60-month, unlimited hours guarantee says a great deal for the confidence it has in the product.

The Crown range needs little introduction in the warehouse environment. With manufacturing facilities globally, it is the world leader in the manufacture of electric materials handling equipment. Its range of products in South Africa include: hand-pallet trucks, powered forklifts, powered stackers, low-level and mid to high order pickers, rider pallet trucks, wave mobile ladders, reach trucks, counterbalanced trucks and more.

GLTC's Ronald Ryan, who manages the Joy Global account, says, "The Joy Global/Goscor partnership is an example of an excellent client/customer relationship. Partnership is our basic plan and when it works like this it's most encouraging," he concludes. •