

TRANSPORT, WAREHOUSING & LOGISTICS

New premises for high-riding Goscor KZN



THE KZN regional branch of Goscor Lift Truck Company (GLTC) has moved to new state-of-the-art premises to cope with the substantially increased demand it has been experiencing over the last few years.

GLTC MD, Darryl Shafto says the new facility will not only help in improving efficiencies, but will also bring the branch closer to its customer base. "This branch has been very successful and we'll do all we can to help it maintain its excellent customer service and sales record," says Shafto.

The new premises, in Riverhorse Valley (Durban North), is fully equipped to service all customer needs and offers both new and used equipment sales, long and short-term rentals, on-site and branch-based service and, of course, a large stock of parts.

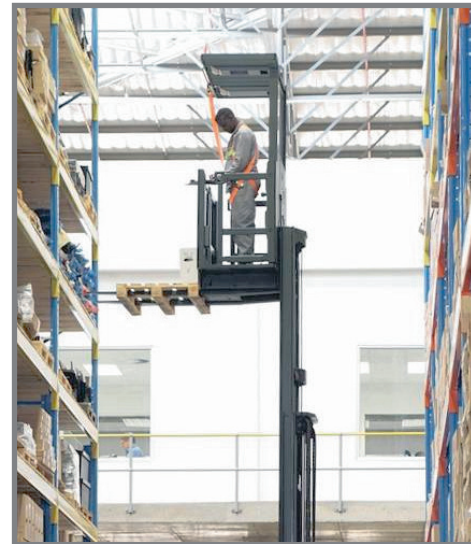
On the question of his region's successes, KZN regional manager Michael Keats says it's the way his team relates to servicing the customer that has made all the difference. "Our product is absolutely world-class, but this would mean nothing if we didn't support it with world-class service. Ultimately, it's the way a company relates to its customers that is the differentiating factor," says Keats.

He adds that "local knowledge" has also been an important factor. "We know this city and its surrounds backwards. We love the people and all this has helped enormously."

Leading brand distributor

GLTC is the sole distributor in South Africa for 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



Mike Keats, KZN regional manager of Goscor Lift Truck Company.



Above and left: GLTC KZN is currently the market leader in warehousing solutions in KZN, with some of the most famous brands in the industry including Crown, Doosan and Bendi.

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 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. These

brakes and Doosan's sub-tropical radiators are ideal for harsh, abrasive coastal climates.

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

One of GLTC's important offerings is the FMX fleet management system - a

complete forklift fleet management product, which operates via the GPRS network. Data is sent via a corporate APN (Access Point Name), a point where a mobile device can enter an IP network. "It's this kind of service value-add that we take very seriously," says Keats.

Service and flexibility

He adds that GLTC KZN is currently the market leader in KZN in warehousing solutions and he encourages businesses not to take anything about their warehousing needs for granted. "Give us a call and one of our specialists will, free of charge, come to your site and analyse the most efficient and cost-effective manner in which to handle and store pallets."

The KZN GLTC team is 46-strong, with the service management team boasting a combined 120 years experience in the forklift industry in KZN.

Goscor group is a proud member of the giant Imperial Group and, as a result, has many flexible financial packages that can be tailored to suit all needs.

For a free consultation, call Michael Keats on 082 494 775 or e-mail him at mkeats@dbn.goscor.co.za.

For more information, visit the GLTC website on www.goscorliftrucks.co.za