

## **Toyota Forklift's delivers total solution to Massbuild**

Toyota Forklift was recently awarded the Massbuild tender to supply material handling equipment for use in their newly constructed regional distribution centre in Midrand.

Toyota Forklift secured the contract having offered a comprehensive maintenance plan over and above the competitive pricing of the machinery.

Lerato Phokomela, Massbuild's Supply Chain Project Manager said, "Toyota Forklift's expertise and the on-site technical support was one of its differentiating factors which stood out above its competitors."

With Toyota Forklift's focus on after-market value added service, this is proving to be a valuable strategy to have embarked on.

Toyota Forklift's global market leadership in material handling equipment, along with its reputation for safety, efficiency and quality products also played a major role in acquiring the bid. "Currently, the Toyota Forklift brand supplies material handling equipment to some of Walmart's distribution centres, the majority stakeholder of the Massmart group which Massbuild falls under," says Lerato.

Toyota Forklift's substantial African footprint was also a superior factor that contributed to its success. Operating in an emerging market requires different tactics to those employed on the global scene. Hence, with the extensive presence of Toyota Forklift on the African continent, it enables the business to share synergies through various learning principles from various businesses in various locations in Africa so as to help provide a better service to its customers, consequently benefiting Massbuild.

Rajesh Singh, Massbuild's Midrand Regional Distribution Centre's Transport Manager noted that the centre which measures 35 000m<sup>2</sup> will become operational in April 2013.

The distribution centre will service Massbuild's complementary brands; Builders Warehouse, Builders Express and Builders Trade Depots located in South Africa and the rest of Africa.

Facilitated by Steve Hatzipanis, Toyota Forklift's Gauteng Key Accounts Manager, the distribution centre was supplied with 16 electric counterbalance Toyota Forklifts. This was accompanied by 11 BT reach trucks, 18 BT low level order pickers, 10 BT ride-on pallet trucks as well as 2 Raymond high level order pickers.

One hundred and fourteen Hoppecke Trak Air batteries and 57 chargers were also supplied by Eqstra Industrial Power. These will be used in the electrical warehousing equipment supplied by Toyota Forklift. The batteries minimise operating costs

through reduced energy consumption and cut charging times by up to 3 hours. The batteries also reduce water consumption by up to 70%.

Closing off the handover, Paul Michau, General Manager for Toyota Forklift's Gauteng region, summed up; "This being Massbuild's largest distribution centre in Africa thus far, it is imperative that its facility operates efficiently and hassle-free. Toyota Forklift is proud to be involved in such an integral part of Walmart's expansion on the continent."

Eqstra Industrial Equipment is the sole distributor of Toyota Forklifts, BT Warehousing Equipment, Raymond and Flexi in Southern Africa.

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