

# Press Release

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## **Goscor Power Products expands brand footprint with appointment of dealer in Tswane, Gauteng**

The appointment in April 2014 of Tswane-based Genpower as official Goscor Power Products dealer, brings the complete range of Goscor power products to customers in the region and extends the company's South African and SADC dealer network to 58.

Goscor Power Products (Pty) Ltd is a specialist supplier of a comprehensive range of power equipment to South and Southern African construction, agricultural and industrial sectors for just on 30 years. The power range includes pumps, generators, welders, firefighters, engines, rammers, rollers and compactors.

Privately owned company, Genpower, was established in 1988 in Tswane, Gauteng, and has been under current management since 1999. Head office as well as a generator manufacturing plant is situated in Tswane West, and the second branch, in Silverlakes, Tswane East, was opened in November 2009 to further improve customer service.

Goscor Power Products Managing Director, Mark Bester, considers the appointment of Genpower as their official dealer to be a perfect partnership. "Genpower's large and well-established foot print in the local Tswane area will not only enable us to bring our product portfolio to existing customers in the region but will also assist us in growing our brand foot print. There is no doubt that customers will stand to benefit from a perfect combination of Genpower's renowned service excellence and Goscor's legendary superior quality products."

Genpower's Ian Loots also believes that this will be a beneficial relationship for both parties. "We have been dealing with Goscor for some time now and we are more than comfortable displaying their products in our show room and selling them to our customers. Furthermore, the service we receive from Goscor is always good and efficient; they address our requirements with the required urgency and understanding which is very important to us."

Genpower will supply Goscor's full range of Robin Subaru, GE Wilson, Lutian diesel powered generators, pumps, high pressure cleaners as well as the necessary parts to support these products. Product maintenance, service and repairs will be undertaken in Genpower's state-of-the-art workshop facilities at both premises.

Goscor Power Products is the sole distributor of Robin Subaru generators, engines and pumps in Southern Africa and Ian is extremely excited that Genpower will supply this premium product. "With the Robin Subaru brand under our logo, our customers can only benefit from the additional range of products and services, all under one roof. In addition, it will broaden our horizons in the construction plant sector." According to Ian, the construction industry is currently showing an upsurge in sales. "As our primary market, we thus predict this to be our largest growth area with secondary growth expected in the generator market."

Genpower's main focus is on local markets and more specifically the whole of Gauteng, where the company serves the corporate and private customer in industries such as construction, small plant hire, compressors, lawn and garden and standby generators. Ian points out that the company also has an international footprint. "We export units throughout Sub-Sahara Africa and occasionally even further north."

Genpower personnel has already completed the necessary training on the Goscor range of power products. Proud of his current 35 strong team, Ian says, "Each person in the company is adding value to achieve our goal to further expand Genpower while continuing to deliver world-class products supported by the high levels of service that our customers have come to expect from us. The appointment as a Goscor dealership perfectly positions Genpower to continue our successful expansion into our relevant market sectors," concludes an upbeat Ian.

Wrapping up, Mark says, "With Genpower's successful longstanding history and professional approach and Goscor's quality products, we believe that this partnership will take our market share to new heights in the Tswane region and we look forward with great confidence to a successful future together."

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## **Captions to photos**

1. From left back: Mark Bester (Managing Director, Goscor Power Products), Leon Farquhar (Salesman ,Genpower Silverlakes), Liesl de Beer (Financial Manager, Genpower), Ian Loots (Director, Genpower), Juan Raubenheimer (Sales Manager, Genpower)

From left in front: Teresa Jackson (National Sales Manager, GPP), Ricardo Steyn (Salesman, Genpower Silverlakes)

2. Mark Bester Goscor Power Products Managing Director (left) shakes hands with Ian Loots on Genpower dealer appointment

ISSUED ON BEHALF OF	<b>GOSCOR POWER PRODUCTS</b> P O Box 12174 Chloorkop, 1624
CONTACT:	Mark Bester – General Manager <a href="mailto:mbester@goscor.co.za">mbester@goscor.co.za</a> / <a href="http://www.goscor-power-products.co.za">www.goscor-power-products.co.za</a> Tel: 011 393 1216 / Fax 27 11 976 3700
BY:	Sonia Laverick: Laverick Media Communications CC Tel: 011 027 8880/ Fax: 086 671 6836
Email:	<a href="mailto:lavmedia@iafrica.com">lavmedia@iafrica.com</a> / <a href="http://www.laverickmedia.co.za">www.laverickmedia.co.za</a>