

PRESS RELEASE

For Immediate Publication

12th August 2014

Goscor Rental Company supplies 47 forklifts to Western Cape fruit & wine industry

A number of fruit and wine farms in the Western Cape's Ceres and Grabouw areas rented forty seven forklifts from Goscor Rental Company for produce handling during their busy picking season.

Goscor Rental Company, part of the Goscor Group of Companies and Imperial, provides one of the most flexible and competitive forklift rental solutions in the market, supported by superior after sales services. Goscor Rental Company's large fleet of units-for-hire include gas, diesel and electric counter balance lift trucks, reach trucks, power pallet trucks and stackers.

"Because our customers keep us in business, our mission statement, 'to integrate world class products with innovative solutions and professional support, thereby increasing customer productivity through consistent delivery of commitments', is aimed at total customer peace of mind," explains Marius Jansen van Rensburg Regional Sales Manager. "We are committed to delivering the most reliable equipment solutions to our customers."

The 47 forklifts were supplied to Morester, De Keur Estate, Schoonvlei Farm, Jonkershoek Farm and Eselfontein Farm as well as Goedehoop Pack house in the Ceres/Kouebokkeveld area where apples, pears, potatoes, onions and butternuts are grown and Fraaiuitzicht Farm, Elgin Orchards and Kromco in the Grabouw/Elgin area that produces apples and pears.

Marius explains the application of the forklifts which consisted of diesel (D25S-5 to D35S-5) and electric machines (B25S-5 to B30S-5) with varying masts between 4700mm and 6000mm and lifting capacities from 2.5 to 3.5 tons. "These machines are used mainly to move bins filled with fruit from the orchards to the pack houses and finally onto trucks which requires the units to move over gravel and cement surfaces. Our diesel machines are fitted with bigger wheels in front which offer better stability over the gravel and reduce the risk of damage to the fruit during handling."

Goscor Rental Company's vision is 'to be the First Choice Supplier of World Class Industry and Construction Equipment'. "I attribute the fact that we are the Western Cape's fruit and wine industry's supplier of choice to our added value offering of quality, rugged equipment backed by excellent service levels. Because our machines are robust and new to fairly new, the risk of breakdowns or downtime is reduced which has a direct and positive effect on productivity. With carrying capacities of up to 3.5 tons, our units are strong and also easy to operate. In a nut shell, we are the supplier of choice as we give the farmers what they want."

Building relationships with customers in the farming industry and creating a reliable reputation as a quality product and service solutions supplier are what Marius describes "are key to our success and growth going forward. Referrals are golden and we are receiving praise from our customers as a forklift supplier; all the farms have confirmed that they will again use Goscor Rental Company for their rental equipment. We are particularly proud of this as they are all new customers. This is successfully building strong customer relationships," concludes Marius.

The forklifts were supplied between January and May 2014 and the last machines will be returned to Goscor Rental Company in August 2014.

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