

## P R E S S   R E L E A S E

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### **Goscor Rental Company is all about service, reliability and customer satisfaction**

Reliable, well-maintained equipment and service excellence have earned Goscor Rental Company the position of rental equipment supplier of choice for exhibition freight forwarding and on-site contracting specialist, Larouxnelle Logistics and Consulting.

Based in South Africa, Larouxnelle Logistics and Consulting is a privately-owned company that specialises in international exhibition freight forwarding, providing air, sea and road freight services to trade fairs, exhibitions, road shows, symposia, conferences and product launches world-wide. The company takes care of special projects such as hazardous cargo, military vehicles, equipment chartered flights, etc. and handles all aspects of exhibition logistics, from customs clearance to health and safety issues.

“We operate in a niche field that demands a higher level of accountability compared to traditional commercial freight forwarding,” explains CEO, Leon Roux. “This requires specialised services and an extremely meticulous skill-set. We are always working against the clock, unpacking containers and moving products at exhibitions. It is absolutely imperative that everything runs like clock-work because exhibitors can charge penalties if their products are not punctually moved in or out of venues. This means that there is no room for error or equipment breakdown.”

Mike Weeks, Marketing Manager at Larouxnelle adds, “It is very important for us to maintain our proud reputation as being one of the most reliable operators in an industry that hinges on reliability. This hard earned reputation is directly linked to the quality and performance of the materials handling equipment we use so it is crucial that we rent only the best machines. Enter Goscor Rental Company. In addition to providing a variety of reliable products, they support their equipment with excellent service. The fact that their equipment is always well-maintained and do not breakdown gives us peace of mind.”

Most of the forklifts Larouxnelle hires from Goscor Rental Company are used to unpack containers and move products in and out of exhibition areas at leading South African exhibition venues such as Gallagher Convention Centre, Nasrec Expo Centre, Sandton Convention Centre, etc. Larouxnelle has been appointed to take care of site handling at Bauma CONEXPO Africa 2015 and will be using various rental equipment from Goscor Rental Company for this project. The company also hires cherry pickers and recently purchased their first machine from Goscor, a one off 2.5 ton Doosan forklift.

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Goscor Rental Company, a division of Goscor Lift Truck, part of the Goscor Group of companies and Imperial, has over 31 years' experience in the delivery of one of the most flexible and competitive machine rental solutions on the market. Barbara Abdalah, Head of Division for Goscor Rental Company, says that building and maintaining good customer relationships by supplying the most reliable equipment and service solutions are key to a successful and sustainable business. "We are committed to consistently deliver world class products with innovative solutions and professional support to maximise uptime and productivity for our valued customers like Larouxnelle."

In closing, Roux says that whenever they need a specific forklift for a specific job, whether a 2.5 ton or a 16 ton forklift, Goscor always comes through with the right equipment. He adds that this dedication to quality and service presents a good image for both Goscor and Larouxnelle since these forklifts are used at exhibitions where many forklift brands operate. "We have enjoyed a very good relationship with Goscor since 2012 and we are comfortable to stake our reputation on Goscor Rental Company's equipment and service."

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