

PRESS RELEASE

End users urged to opt for OEM components over aftermarket ones

23 November 2018: OEM parts are manufactured specifically for the asset, and designed for optimum performance of equipment. Customers might realise a small saving when opting for cheaper aftermarket parts, but over time these machines will not perform at optimal levels, and incur potential critical failures that far outweigh the original cost-saving.

This is the view of Goscor Earth Moving National Parts Manager **Clinton Schultz**. He explains that OEM or genuine parts are made by, and for, the manufacturer of a machine specifically for optimal machine performance. Although similar, aftermarket parts are not made by the machine manufacturer. "To put it simply, aftermarket parts are not sourced from the machine manufacturer. However similarly designed, in most cases they do not meet the required specifications."

In most instances, aftermarket parts are less expensive, making them an increasingly attractive option. However, short-term price savings result in long-term losses. While OEM parts come at a premium, this translates into machine longevity, increased productivity, and a healthy bottom line in the long run. "It is always advisable to remember that you get what you pay for," Schultz warns.

OEM parts improve or maintain efficiency as they were manufactured specifically for the machine in question. Longevity is another key advantage of OEM components, which extends to the overall lifespan of the equipment itself.

"While there are some perfectly acceptable aftermarket products on the market, paying for premium parts gives the end user peace of mind that the warranty will be honoured in any eventuality," Schultz points out.

In order to achieve the desired quality, OEMs invest in ongoing research and development, particularly in the area of new materials production. This means that reliability and safety are never compromised, Schultz highlights. "Fit-for-purpose OEM components offer a higher degree of performance, quality, and reliability at the end of the day," he concludes.

Ends

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Notes to the Editor

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Industrial equipment group Goscor is a Bud Group company. Goscor represents leading equipment brands across several sectors. These include Crown, Doosan, Bendi, Hubtex and Taylor Dunn (forklifts and materials handling equipment); Bobcat (compact & construction); SANY (earthmoving); Tennant, Elgin, Maer, Delfin, Kaivac and HighPoint (industrial cleaning equipment); HPower, Weima, Meiwa and Rato (industrial power solutions); Genie (aerial lift equipment); Sullair and Ozen (compressed air solutions), and many more.

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