



Assembled with some of the 33 Crown materials handling machines and their operators in Mass Discounters' KZN warehouse: (l-r) Bobby French – Goscor on site technician; (seated on the forks) Michael Burns – Area Sales Manager South Durban; Ludwig van Eyssen – Mass Discounters - Logistics Executive and standing on the right, Steven Els – MMD Battery Bay Technician.

SUCCESS FOR GOSCOR AT WALMART'S MASS DISCOUNTERS

Goscor Lift Truck Company (GLTC) continues with its unabated success in KZN. Its latest success story is the delivery of 33 materials handling machines including several Crown Reach Trucks to Mass Discounters, part of the Walmart group.

GLTC South Durban area sales manager, Michael Burns says that the number of special features on the machines, some of which being a first for Goscor and Mass Discounters in South Africa, indicates GLTC's ability to tailor-make solutions for its customers.

Some of these features include, firstly, a camera system with colour monitors, eliminating the margin for driver error at the 12 500mm lift height and, as Goscor says, 'putting the driver where the pallet is'. Secondly, Crown's exclusive InfoLink on-board management system, which will be used instead of Mass Discounters' current local forklift management system. This is the first time that InfoLink has been used in South Africa. Thirdly, all the trucks include the 'Bull System', a fully automated electronic battery change-over system and state of the art battery management system optimising charge cycles and improving

battery life.

Ludwig van Eyssen, Mass Discounters logistics executive says that the new Crown fleet is state-of-the art technology, which will undoubtedly help improve productivity in the warehouse. "The combination of technological superiority and the excellent support service that we get from the Goscor team will help to further reduce downtime and improve overall efficiencies," says van Eyssen.

GLTC KZN regional manager, Michael Keats says that Mass Discounters is an iconic company in KZN and he is genuinely proud of the fact that they continue to choose Goscor as their warehouse equipment partner.

"Crown has become famous for its operator friendly designs, which result in tangible productivity gains. They have shown time and again that over their operating life they deliver significant returns on investment and we are delighted to provide Mass Discounters with these benefits," he concludes.

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