

Crown is king at ABI

In powered pallet trucks, that Crown is king at Amalgamated Beverage Industries (ABI) is undisputed. This is evidenced by the acquisition from Goscor Lift Truck Company's MPM of 230 Crown ride-on and walk-behind powered pallet trucks, which were selected as part of the overhaul of ABI's warehousing and delivery system for mixed deliveries.

ALREADY ON SITE are 40 rented units and 151 purchased units, and ABI is awaiting delivery of a further 39 units.

"In essence, we have significantly reduced the use of manually operated pallet jacks in the warehouse, utilising both single and double ride-on pallet jacks. The Crown machines have been ideal for this process," says ABI's national fleet manager, Trevor Brand. "Not only are the machines much faster but more effective, making the warehouse less congested and significantly more efficient," he says.

But the Crown machines have not only been part of the warehouse solution, they have also been part of making the delivery system more efficient overall. "With the introduction of tail lifts on our delivery vehicles, the Crown walk-behinds enable deliveries to be carried out by the driver alone. They are also significantly faster than the old side-loaders that required manual off-loading," says Brand.

The two models that ABI have selected are the Crown WP 2315 walk-behinds (used in delivery) and the Crown WT 3000 ride-ons (used in the warehouse).

Both these machines are robust, reliable workhorses preferred by many of the largest organisations in the world. They have been engineered to be both powerful and flexible enough to meet the requirements of a host of demanding applications. Whether for delivery service, warehouse management, stock replenishment or heavy manufacturing, the WP and WT series pallet trucks have the strength and durability to minimise total cost of ownership.

Crown has always understood that one needs reliable uptime in an organisation's day-to-day operation, and these pallet trucks have been specifically engineered to minimise the cost of routine maintenance with innovative solutions that increase component life and reduce operating costs.

Ever conscious of operator comfort, safety and productivity, operators will experience greater control and smoother operation when working with tall, heavy loads in tight spaces.

"With the innovative X10 handle, advanced systems and comprehensive approach to stability, these trucks make pallet handling easier than ever," says Shaun Morton, MPM's

managing director. He adds that with respect to safety, the Crown machines conform wholly to European safety standards.

Morton says that the confidence that ABI has shown in his company and its products is an achievement of which he is very proud. "ABI is one of the most respected bottling and logistics companies in the country, and for them to have faith in us like this is a significant feather in our cap," he says.

Brand returned the compliment in saying, "We investigated many leading forklift suppliers and our past experience with Goscor and MPM and our knowledge that Crown is one of – if not *the* – world leader in lifting technology made the decision easy for us."

"But," says Brand, "no matter how good its technology is, a machine is only as good as its after-sales backup and support, and Goscor and MPM have developed an enviable reputation in this area. From my own perspective, I am impressed with MPM's after-sales service. They are prepared to go the extra mile at all times and whenever any modifications need to be done, they help us promptly and efficiently," he concludes.

Goscor Lift Truck Company, owner of MPM, is part of Imperial's Goscor group of companies and operates from the Goscor group head office in Chloorkop, east of Johannesburg, with fully equipped branches strategically situated in all major centres of South Africa. •



ABI is using 230 Crown ride-on and walk-behind pallet trucks as part of the overhaul of its warehousing and delivery system for mixed deliveries.