

New Horizons for Goscor in Port Elizabeth

The Goscor Group's Port Elizabeth operations – which include Goscor Lift Truck Company (GLTC) and Goscor Cleaning Company (GCC) – officially opened the doors to its new headquarters in Deal Party in May 2013, after outstanding growth in the business meant the company had grown too large for its old premises.

Branch manager for both companies, Mike Burley, said that new, larger premises had become essential. "Our growth has been phenomenal and the increased space will make it easier for us to give our clients the kind of personal, comprehensive service they have come to expect from Goscor," Burley said.

The new premises are two-and-a-half times the size of the old premises in Neave township. They include larger warehouse space, a much bigger and better structured workshop, more office space, and a dedicated showroom area for the display of Goscor's wide range of top-quality products – from vacuum cleaners to large lift trucks.

Burley added that the move will make it possible to bring more machines into the short-term rental fleet, and to increase the number of parts in stockholding, thereby improving parts availability and readiness.

"The much bigger and better-structured workshop also means we will be able to service more machines more quickly. This improved service capacity will clearly translate into even less downtime and increased productivity for our customers," Burley said.

With the change to larger premises, an additional technician has also been employed, to cater for the increase in volumes.

GLTC MD, Darryl Shafto, said that he was looking forward to even better growth in the region, given the benefits of the new premises. "Appropriate physical conditions are crucial to our business and I know that the new Deal Party premises will make a significant difference," he said.

Shafto added that both the Cleaning and Lift Truck businesses provide world-class machines and solutions, but that this would mean nothing without world class customer service and support. "That's how we have differentiated ourselves from the pack," says Shafto, "and we can now make an even bigger difference in the Eastern Cape."

The Goscor Group, which is part of the Imperial Group, has been supplying the local market with state-of-the-art industrial equipment and world-class solutions for 29 years. The group has operated in Port Elizabeth for more than twenty years.

GLTC, one of the fastest growing warehouse and logistics companies in South Africa, is the sole provider of leading global brands such as Crown, Doosan, Bendi and others. Goscor Cleaning Equipment provides industrial cleaning solutions across a vast range of applications - its product brands include global leaders such as Tennant, Elgin, Vactor, Guzzler, Ghibli, Delfin, Maer and others.