

FOR MAJOR HARDWARE CHAIN



In his typical innovative way, Build It Ladysmith owner John Fourie has bucked the national trend of using standard forklifts for non-standard work. In this case he has purchased from Goscor Lift Truck Company a Hubtex DQ series side-loader, which in 'lengthwise drive' can quickly transport long material through narrow doors and aisles, in 'crosswise drive' can be used as a conventional front loader and in 'circle drive' enables exceptionally fast turning of the truck.

"The overall versatility of the Hubtex DQ and its ability to handle long and difficult loads – attributes which a conventional forklift cannot offer – precludes the need for other forklifts and enables us to save us up to 50% floor space, all of which is very significant in terms of the bottom line," says Fourie.

On his recent visit to South Africa Thomas Schmitt, Hubtex Germany's key-account manager, said that where long or difficult loads are concerned, many South African operations are still employing inappropriate

technology. "I have noticed that many companies in the construction industry are using traditional, front-loading forklifts in their long-load applications. The result is inefficient utilisation of warehouse and yard space and a significant reduction in productivity all-round," says Schmitt.

This is of course not the case at Build It Ladysmith. "On seeing the Hubtex I realised immediately that conventional forklifts were not really fit for our purpose and that the Hubtex most certainly was. I have not been disappointed in its performance and look forward to seeing even more improved productivity down the line," Fourie says.

He adds that Goscor's service before, during and after the sale was world class.

Fourie bought the Hubtex DQ 45, which is an extremely robust machine developed for indoor and outdoor use. With its hydrostatic all-wheel drive and independently activatable differential lock it is suited to all surfaces including poor ground or floor conditions. Also, the multidirectional

steering enables optimal handling of long and bulky loads and the efficient use of storage space.

The superior High Performance Steering (HPS) steering system of the DQ 45 ensures the shortest changeover time from lengthwise to crosswise drive. In fact research has shown that compared to conventional steering systems the Hubtex HPS enables a 60% faster changeover and, in addition, has up to a 30% smaller turning radius by means of its load wheels. Goscor Lift Truck KZN's Dale Rosewall says that the German Manufactured Hubtex Side loaders have been a great success since being introduced by Goscor into Southern Africa, not only the quality of the Machines but the aftersales service that Goscor offers to the end user.

"There is an increasing number of people like John Fourie who are seeing the light in terms of what Hubtex loaders can do for the efficiency of businesses that deal in long and difficult loads," he concluded. ☺