

Enterprise Foods appoints new warehouse equipment supplier

In an environment where good service is sometimes difficult to come by, it is not surprising that many high profile, blue-chip companies are turning to Goscor Lift Truck Company (GLTC) for the warehouse logistics solutions.

GLTC'S RENOWNED PRODUCT and outstanding backup service is making the difference and the latest company to avail itself of these qualities is none other than Tiger Brands' Enterprise Foods.

Tiger Brands' Enterprise Foods production facility in Polokwane has made a decision to standardise on GLTC product after working for many years with one of Goscor's main competitors.

Enterprise's Dean Jacobs says that while it was not an easy change, it became necessary. "Our annual investment in warehouse materials handling equipment is substantial and we were not experiencing the requisite efficiencies both in terms of machine output and service," says Jacobs.

He adds that when it became absolutely clear that something had to be done, he invited several leading suppliers, including the then current supplier, to present their solutions. "Unbelievably, only Goscor showed up," he says. "Needless to say this vindicated our decision to undertake the process of finding a new solution. As it so happens, Goscor offered a very price competitive solution underpinned by their world-renowned product."

The initial order was for 15 machines – six Pro 5-series Doosan forklifts and nine Crown machines including six WT 3020 pallet trucks – for various applications in the canning, receiving, boxing, dispatch and dry store areas.

The Crown WT 3020 pallet trucks had to be specially modified for freezer protection and Jacobs says that Goscor's ability to do this without hesitation was yet another example of the lengths they can and do go to provide an excellent service.

The WT 3000-series pallet trucks, which play an important role in the Enterprise solution, are an excellent choice and, for good reason, are one of Goscor's most popular items. They offer the widest model variation available including four platform configurations, capacities of up to 2,5 tonne and electronic steering. The entire pallet truck line is loaded with innovative features: FlexRide operator suspension, e-GEN braking system, Access 1 2 3 control system, Entry Bar Safety Switch and quick-exit side restraints.

Doosan's attributes are also well known in the industry. Based on Doosan's five 'S' core competencies of operator

preference and performance – Strong, Safe, Stable, Smart and Stylish – the Pro 5 series offers maximum operator comfort and efficiency and the 'brakes for life' system offers oil-cooled disc brakes maintenance-free for life.

Shafto says his company has become one of the fastest growing warehouse materials handling companies in Africa because of its obsession with service and the integration of the entire company to become focused on the customer. "If you're in administration, sales, marketing, the service department or on the switchboard, you are part of the sales and customer support effort," he says. "I believe that we have managed to create this type of environment more successfully than our competitors and that is why we have grown so rapidly."



At the handover were (from left) Riaan Schrader (dealer, Universal Forklift and Material Handling Equipment), Deon Jacobs (maintenance co-ordinator, Tiger Brands), Johan Mostert (regional sales manager, GLTC), and Pieter Steyn (dealer, Universal Forklift and Material Handling Equipment).

He adds it is a bonus that GLTC has world-leading brands in its stable. "But I emphasise that the best products are worth nothing unless the entire organisation is working as a unified team to provide the best possible customer service," he says. "We know real value is created when the whole package – pricing, product quality and service – is not only competitive and of the highest quality but that it is delivered on a consistent basis. That is the heart of our success, our ability to have delivered this world class package consistently for many years." Shafto adds that when successful companies like Enterprise Foods reward Goscor Lift Truck Company with their business it makes them extremely proud. "We never take the support of great companies like Enterprise Foods for granted and we look forward to a long and productive relationship with them," he concluded. •