



L to R: Ferdie Baird (Business Manager – BATSA), Frans van den Heever (Regional Sales Manager – GLTC), Etienne du Plessis (General Manager – BATSA), Ronald Ryan (Sales Manager – GLTC), Nico Taljaard (Business Manager – BATSA)

Proving Their Mettle

Goscor Lift Truck Company (GLTC), leading supplier of equipment and solutions in the warehouse materials handling industry, has concluded a deal with Imperial Cargo Solutions (ICS) - which manages the primary logistics operations for British American Tobacco South Africa (BATSA) - to replace a well-known brand of forklifts at BATSA with Goscor's Doosan machines. The total number of Goscor machines that will be acquired could be as many as 50.

According to Frans van den Heever, GLTC regional sales manager, BATSA has now reached stage three of ten in the replacement programme, and has so far taken delivery of 15 forklift trucks from Goscor. "The machines will be used throughout the plant from raw material loading to the manufacturing division to the loading of trucks for dispatch," says Frans.

He adds that the forklifts working in the raw material section have been fitted with tobacco

clamps. "Customising our forklifts to ensure that they are fit-for-purpose is part and parcel of our service no matter how easy or complicated the customisation process," says Frans.

Not just good machines or good parts service or good maintenance service but an overall excellence that makes dealing with us not only a pleasant experience, but also an efficient one

World class

ICS's Ferdie Baird, business manager for warehouse operations, says that the programme is running smoothly and both ICS and BATSA are satisfied with the performance of the machines and Goscor's service. "Goscor have proved their mettle in this highly competitive industry and when it came to replacing machines at BATSA, we had no hesitation in using them. Their service is consistently world class, the Doosan product is world class and, given this scenario, which is the most important priority for our clients, we had the added benefit that Goscor is part of the Imperial group."

Ferdie says that dealing with a company in the group has significant advantages for both the customers and the group. "The synergies between