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# Goscor wins Doosan Dealer of the Year Award

In a recent ceremony at the Doosan factory in Korea, Goscor Lift Truck Company (GLTC) received the global Doosan Forklift Dealer of the Year 2015 award. While GLTC has won several awards for the company's performance over the years from Doosan, this is the first time it has won the global Dealer of the Year Award.

**DARRYL SHAFTO**, GLTC MD, says that he is delighted at having won this award. "2015 was a very special year for us and especially in the internal combustion (IC) market where we exceeded our targets both from a financial and a unit sales perspective and increased our forklift market share by 4% in South Africa. This is the result of an exceptional effort from sales director Patrick Barber and his team and, in fact, the entire company. We are all humbled that this was recognised by our Doosan principals in Korea," says Shafto.

Kun Hwa Lee, MD of Doosan Lift Trucks, says that GLTC deserves this award for its outstanding performance. "We have been with Goscor since 1994 and each year there has been an improvement. In 2015 the performance of Darryl Shafto and his team was outstanding. The full story is not only GLTC exceeding its budgets but it is in the company's overall approach to business. The service level is world class and the team has developed excellent relationships with customers, principals and suppliers. The company also has an outstanding team spirit, which has obviously helped in achieving its successes. I am very pleased to have been able to hand over this award to this fine company and I look forward to many more years of successful business with the team," says Lee.

Shafto says that Doosan has always been way ahead in terms of innovative forklift technology – the 'brakes for life' system, introduced several years back, being an excellent example.

The 'brakes for life' system, which made world headlines when it was introduced and is still a very prevalent feature on Doosan forklifts, is an oil-cooled disc brake system, which, being totally enclosed, eliminates all outside contamination of any humid, abrasive or corrosive dust particles. The system significantly reduces operating costs and GLTC offers a 60-month, unlimited hours guarantee on the system.

Shafto says that Doosan is now 50% of Goscor's business and that it will play a significant role in the future growth and development of the company. "We see the IC market as key going forward and I have no doubt that this prestigious award will motivate the team to go



the extra mile in making Doosan an even more important player in the southern African market."

Meanwhile Goscor had a successful showing of Doosan product at the NAMPO Harvest Day 2016 with the Doosan Pro-5 series, which has given Doosan its worldwide reputation for durable, dependable and operator-friendly forklifts.

One of Goscor's aims with Doosan is to lower the lifetime ownership costs of Doosan machines, and this is helped by the unique features of the Pro-5 Series forklifts, which include:

- Optimised operator comfort
- High-powered, fuel efficient, EPA compliant diesel, LPG and gasoline engines
- Virtually maintenance free, oil-cooled disc brakes (Brakes for Life)
- Power reversal transmission
- Lift and tilt locking hydraulic control valve
- OSS (Operator Sense and System).

Also, one of the Doosans on show at Nampo was the D25S-5, which had been completely refurbished by GLTC. "We are able to refurbish forklifts to look brand new and to operate as efficiently as they ever did," says GLTC's Ronald Ryan. "In these challenging economic times we understand that it is sometimes difficult to buy new and we have therefore made the refurbishment route much more accessible. We invite everyone to come and try a refurbished forklift and to experience first-hand the intrinsic value of these machines," he says. •