



MAKING A DAIRY'S DAY

You may say that Goscor Lift Truck Company (GLTC), through its high quality product and service has made Dairy Day's day! "We think very carefully about every capital investment," says Dairy Day Warehousing General Manager, Stuart Dickson, "and after looking at a few options we had no hesitation in choosing Crown equipment from GLTC. The machines are of the highest quality, they are efficient, easy to operate and most importantly, service and the backup support from the Goscor team is excellent."

Created in August 2014 Dairy Day came into being after it acquired and merged Stonelees Dairies and Honeydew Dairies. The subsequent economies of scale have ensured a secure volume of quality milk and related products to meet the future needs of Dairy Days customers.

Its new 15 000m² processing facility in Howick, KZN, where the Crown equipment is being used, can process up to 600 000 litres of fresh milk per day and, in addition to milk, it is also well-known for its maas, yoghurt, cream, fresh juice, dairy blends, butter and powdered milk.

Dairy Day acquired 6 x Crown 3-wheel electric forklifts with double batteries to cater for double shifts and 2 x Crown powered pallet trucks also with double batteries.

Part of the deal was a Goscor-supplied battery bay, which was successfully installed based on Goscor's vast experience of such facilities across a wide range of different warehouse conditions throughout the

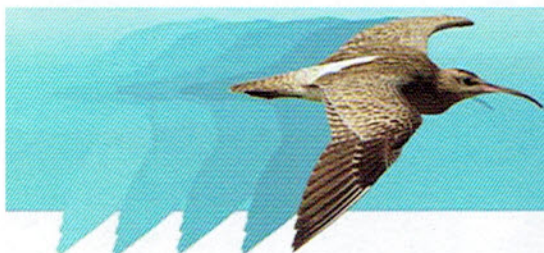
country.

Crown is claimed to be, the world's largest manufacturer of electric powered materials handling equipment. It is renowned for its well designed, durable, user-friendly machines. A key element is its advanced technology and its ingenious 'human factor engineering', which gives the operator the security, confidence and momentum to accomplish benchmark warehouse productivity.

Dairy Day's ownership structure is a model of progress and transformation in the dairy industry. It is owned by 31 dairy farmers in Kwazulu-Natal. Each farmer has a shareholding in direct relation to the number of litres he supplies. Dairy Day farmers hold 85% of the shares of the operating entity with the remaining 15% being held by the Dairy Day Farmers Workers Trust, which represents the supplier shareholders' farm workers.

Dickson says that while the Crown equipment required a slightly greater capital investment than some of its competitors, his company was comfortable that the entire package would cost less in the long run. "Taking into account the efficiency and durability of the machines and the quality of Goscor's service and support we are sure that over the lifetime of the machines we will get the best possible return on investment," he says.

GLTC's Dale Rosewall who managed the deal says that Dairy Day is a thoroughly professional company. "We look forward to working with Stuart and his team for a long time to come," he concluded.



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