

Goscor Lift Truck Company and Bobcat combine their strengths in Mpumalanga and surrounds

GOSCOR Lift Truck Company (GLTC) and Bobcat have combined their collective strengths under one roof with the establishment of a new fully equipped office and workshop in Nelspruit, Mpumalanga, improving service levels and bringing products, parts and services closer to their customers.

Nelspruit is the closest business town serving this vast region and this strategic position presented the perfect location from which both customer-centric companies can meet the requirements of their large and widely spread customer base as well as address current and expected growth in the region. The facility opened its doors on 1st October 2015 and is under the capable management of Japie Maritz supported by six well-trained staff members. Tinus Gibson and Jean Botha have relocated to Nelspruit to head up sales for GLTC and Bobcat respectively.

GLTC, part of the Goscor Group of



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Companies and a specialist in forklift and warehousing solutions, determined that most materials handling companies service their customers in these outlying regions from Johannesburg.

“As a service-driven company, we seized this unmistakable need in the market for localised services that come with a host of value adds for our customers,” explains Gibson. “Through the efficient supply of products and parts, backed by solid

after-sales service from our new Nelspruit hub, we are able to improve our service levels to our current customers who are spread right up to the borders of Zimbabwe, Swaziland and Mozambique. We are also now in the position to service all our equipment, from Nelspruit to Polokwane with technician’s based in both towns.”

Gibson adds that, with a response time of between two to four hours, they are confident of growing market

share in the surrounding areas. “We are perfectly positioned to take advantage of the massive opportunities presented by the mining and agricultural industries in the area.”

Botha affirms that in addition to a broadened footprint across the region, this depot also provides Bobcat, a market leader in compact equipment, with a firm foothold in the Lowveld area of Mpumalanga, across a large part of Limpopo and into Mozambique.

The spacious 298m² depot comprises a 250m² yard and workshop and presents ample room for stocking a comprehensive range of Bobcat machines including skid steer loaders, track loaders, mini excavators and telehandlers as well as a variety of attachments.

“We also offer customers the larger excavating equipment supplied by Sany, which gives us the edge in competing in a wider segment within the earth moving market,” adds Botha.

The GLTC product portfolio includes new sales of electric and diesel forklifts, three- and four-wheeled counter balanced trucks, pallet trucks and stackers as well as used equipment.

Free fleet evaluations and site surveys also form part of the GLTC’s service offering.

“A forklift is only as good as its back-up service and that is why rapid service to customers in remote locations is critical,” states Gibson.

The depot also stocks all parts and is equipped to provide short-term rental services for both companies.

According to Gibson and Botha, the Nelspruit facility is affirmation of the companies’ ongoing commitment to meeting their customers’ requirements and to continue improving service levels.

“Customers in this region are now able to fully benefit from our comprehensive materials handling solutions that comprise a wide range of new and used equipment, rental machines, fleet packages, parts, spares, and equipment maintenance.”

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