

Doosan forklifts doing well in the SAB/ABI operations

Johannesburg South Africa - The South African Breweries (SAB) and its Soft Drinks division Amalgamated Beverage Industries (ABI), has taken delivery of 150 Doosan forklifts from MPM Forklifts, a Goscor Lift Truck Company (GLTC) partner. ABI, the soft drink division of South African Breweries is the leading soft drink business in the SABMiller group and accounts for approximately 60% of Coca-Cola sales in South Africa. An SAB spokesperson says that although Doosan has become the SAB standard this was not the original objective. "The reality was that too many suppliers had promised to provide us with great after sales service, but never did.

Johannesburg, Gauteng, July 14, 2010 /[India PRwire](#)/ -- The South African Breweries (SAB) and its Soft Drinks division Amalgamated Beverage Industries (ABI), has taken delivery of 150 Doosan forklifts from MPM Forklifts, a Goscor Lift Truck Company (GLTC) partner. ABI, the soft drink division of South African Breweries is the leading soft drink business in the SABMiller group and accounts for approximately 60% of Coca-Cola sales in South Africa. An SAB spokesperson says that although Doosan has become the SAB standard this was not the original objective. "The reality was that too many suppliers had promised to provide us with great after sales service, but never did.

"Uptime on forklifts is critical to our operation and we cannot afford to have continuous maintenance related issues. In MPM we found a supplier that provided us with world class after sales service and a product where both the capital and maintenance costs were lower than what we were paying at that stage. So, not only were we able to save money, but we were also able to reduce our total fleet due to the reliable service," he says.

MPM's Shaun Morton says that success with Doosan at a company as prestigious as SAB and ABI is a clear statement of this machine's leadership in the Southern African forklift industry. "While we endeavour to give a world class service, it would be to no avail if the product were not world class, which Doosan most certainly is."

Most of the vehicles sold to SAB & ABI are the Doosan Pro 5 series of forklift trucks, which Darryl Shafto, GLTC MD says have taken the world by storm.

"Over and above Doosan's lifetime guarantee on the brakes, which revolutionised the lift truck market, these trucks have every 'bell and whistle' to make them more efficient, user friendly and durable."

"Uptime is the Holy Grail in this industry and these vehicles, with their enhanced technology, operator comfort refinements, performance efficiencies and serviceability advances undoubtedly help in this quest," says Shafto.

Available with high-powered and fuel-efficient diesel, LPG or petrol engines that are Tier-2 and 3 compliant for reduced emissions, these in-line, four-cylinder, water-cooled, overhead valve engines provide high torque at low speeds for applications requiring ramp loading, fast lift speeds, or heavy hydraulic flow requirements.

Virtually maintenance free, the revolutionary oil-cooled disc brakes are an enclosed brake system eliminating outside contamination which extends brake life by up to five times.

The transmission system is always a major factor in the efficiency of lift trucks and the Pro5 series has made major advances in this area. The power reversal transmission has a top-mounted control valve which ensures accurate modulation of clutch oil pressure, smooth forward and reverse direction changes, and a longer transmission life.

The full floating drive axle has a strong one-piece cast housing, which allows the axle components to be aligned. The high tensile steel axle shaft also helps to extend axle life.

The fully hydrostatic steering system has self-aligning taper roller bearings, which help to facilitate low effort steering and significantly faster response. The system is designed to operate in contaminated environments and high impact applications.

As always much effort has been put into improving operator comfort. "A contented, comfortable operator translates directly into much greater efficiency," says Morton.

In this regard the Doosan Pro 5 forklifts boast the following features:

- A spacious and well planned operator compartment with ample legroom, tiltable steering column, ergonomically positioned pedals, and low cowl height to facilitate ease of operation.
- An integrated instrument panel keeps the operator informed of all vehicle performance systems.
- A convenience package which can hold refreshments, paperwork, small tools, etc., for better efficiency.
- Auto Tilt Levelling (optional) returns the mast to the upright vertical position with the touch of a button.
- The Operator Sensing System features a parking alarm, seat belt indicator, and neutral shift feature which shifts transmission automatically into neutral when the operator leaves the seat with the engine running and the direction lever in either forward or reverse.
- The rear grab bar with hooter (optional) which allows the operator, when reversing, to alert surrounding personnel.
- The designed compartment for service ease includes: the integration of electrical components for easy maintenance, a dual element air cleaner, and a tool-less side cover and floor plate for serviceability.

Of course no matter how excellent the technology, all forklifts are as good as their after market backup and support and MPM has developed an enviable reputation in this area.

"An obsession for excellent after sales service and 100% parts inventory ensure that downtime is minimised. Our customers have access to our highly qualified and responsive support team equipped to manage all our customers' materials handling needs," concludes Morton.

Notes to Editor

About Goscor Group of Companies

Goscor Group of Companies industrial equipment importation, local dealers sell industrial equipment - Lift Trucks, Cleaning Equipment, Welding, Cutting Systems - services include forklift rental, cleaning equipment rental, compressor rental.

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