

Criterion Equipment at NAMPO 2011

Criterion Equipment, specialists in the supply and support of materials handling equipment, participated for the first time this year at Nampo, South Africa's prestigious agricultural show.

“Criterion's stand, shared with New Holland Agriculture – both part of Invicta Holdings Limited - showcased the TCM range of forklift trucks, known for efficient operation, optimum safety, low maintenance requirements and enhanced operator comfort,” says Gerhard Duvenhage, national sales manager for Criterion Equipment. “The company, which has enhanced its distribution network and support service, has seen a significant turnaround in business since its take over by Invicta Holdings Limited two years ago. Criterion has developed a national workshop support facility for repairs and maintenance and has substantially increased its parts stock holding for on-demand availability.

“With the backing of Invicta's financial support and expertise, Criterion Equipment has re-established itself as one of the country's leading forklift specialists.”

On display at Nampo was a range of internal combustion and battery operated machines - the highlight of which was a battery operated forklift truck which provide reliable operation for up to eight hours.

The company's service encompasses the sale of new and used forklift trucks, long and short term rentals, service and maintenance contracts, as well as the supply of genuine TCM parts.

TCM machines are available from a network of Criterion Equipment branches, as well carefully selected dealers and agencies in most of the major centres throughout Southern Africa and in neighbouring countries.

