

Criterion (Cape) making inroads

CRITERION Equipment, a wholly owned subsidiary of the JSE listed Invicta Holdings, is making strong inroads into the materials handling sector in the Western Cape. Criterion Equipment is the sole distributor of TCM forklift trucks as well as genuine TCM parts.

Cape Town branch manager, Des Buckingham, says the turnaround in the fortunes of Criterion Equipment oc-

curred some two years ago when Invicta Holdings acquired the company. The new owners made significant investments in all aspects of the business, ranging from facilities to inventories.

Says Buckingham "Criterion Equipment is now a dominant participant in the local materials handling sector. Since its inception more than 30 years ago, Criterion Equipment has sold

more than 10 000 TCM units, including forklifts, reach trucks and container handlers into the Southern African market".

The TCM counterbalance range of forklift trucks is making particularly good progress, according to Buckingham. The range covers anything from 1.8 tons to 45 tons in capacity, and are available in either electric, gas, diesel or petroleum powered products.

Criterion Equipment specializes in the sale of new and re-furbished forklifts supported by genuine TCM parts, short and long term forklift hire as well as providing a forklift maintenance service.

In addition, all branches have fully fledged workshops supporting both Criterion Equipment's own fleet of machines, as well as specializing in external customer repairs and serv-

ices.

Buckingham says apart from new sales, much effort has been invested into increasing Criterion Equipment's rental fleet population, which the company has identified as a strategic growth area.

Buckingham notes that TCM is as popular in South Africa, as it is internationally, thanks mainly to its simplicity and robustness. Maintenance of TCM's prod-

ucts is comparatively economical, with all genuine parts being sourced directly from the TCM factory in Japan. Parts availability minimizes downtime and ensures a cost effective and efficient service. Locally, the branch is replenished on a weekly basis as well as any daily emergency orders.

Efficient systems support management with integrated stock control, minimizing lead-time on

parts supply to the end user.

"Our highly competitive market demands superior service levels, something Criterion Equipment prides itself on," says Buckingham. TCM products come standard with benefits such as enhanced operator comfort, superior safety assurance, robustness, increased durability as well as ease of maintenance with environmental friendliness.