



Criterion Equipment

Company Profile

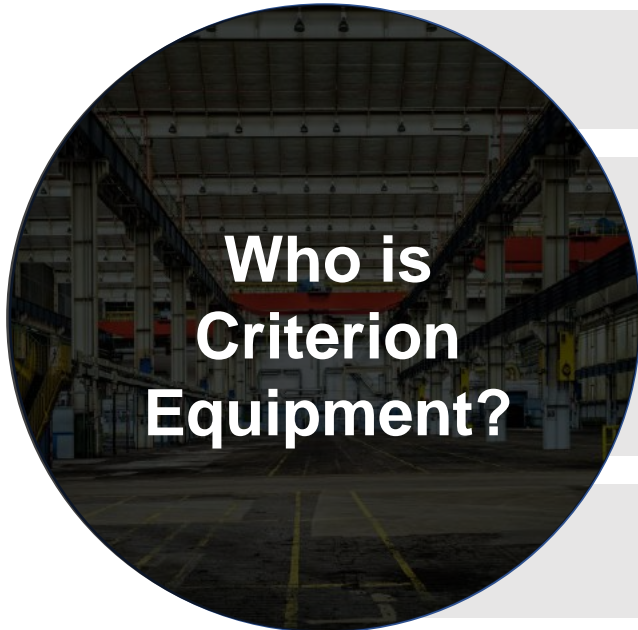
2021

Introduction to Criterion Equipment

Criterion Equipment Company Overview



Sole distributor of TCM Forklift Equipment throughout Southern Africa.



Acquired by **CEG** of **Invicta Holdings Ltd** on 1 June 2009

Qualified staff & 24 hour support.

Network of **7 company owned branches** as well as a number of **sub-dealers.**

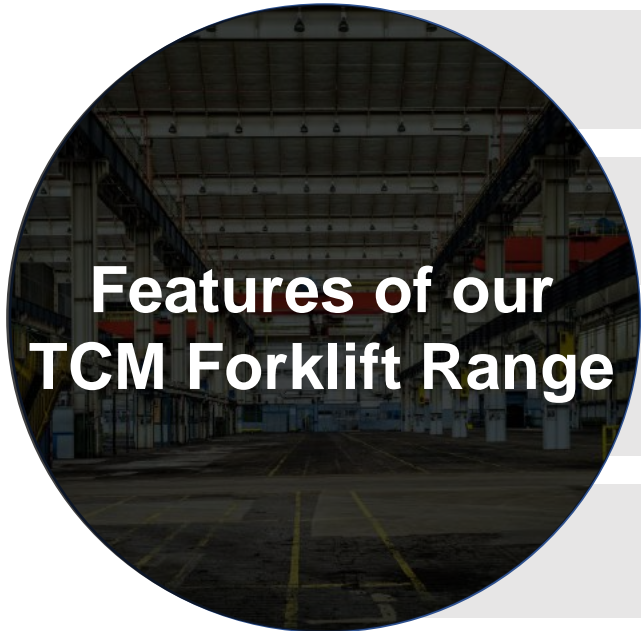
Extensive Service & Product Offering including; Rentals, Sales, Parts & Maintenance

TCM Forklifts

Why buy TCM?



Reputation for being user friendly, reliable and durable.



Durable and sturdy forklifts.

Reputation among users for manoeuvrability & reliability.

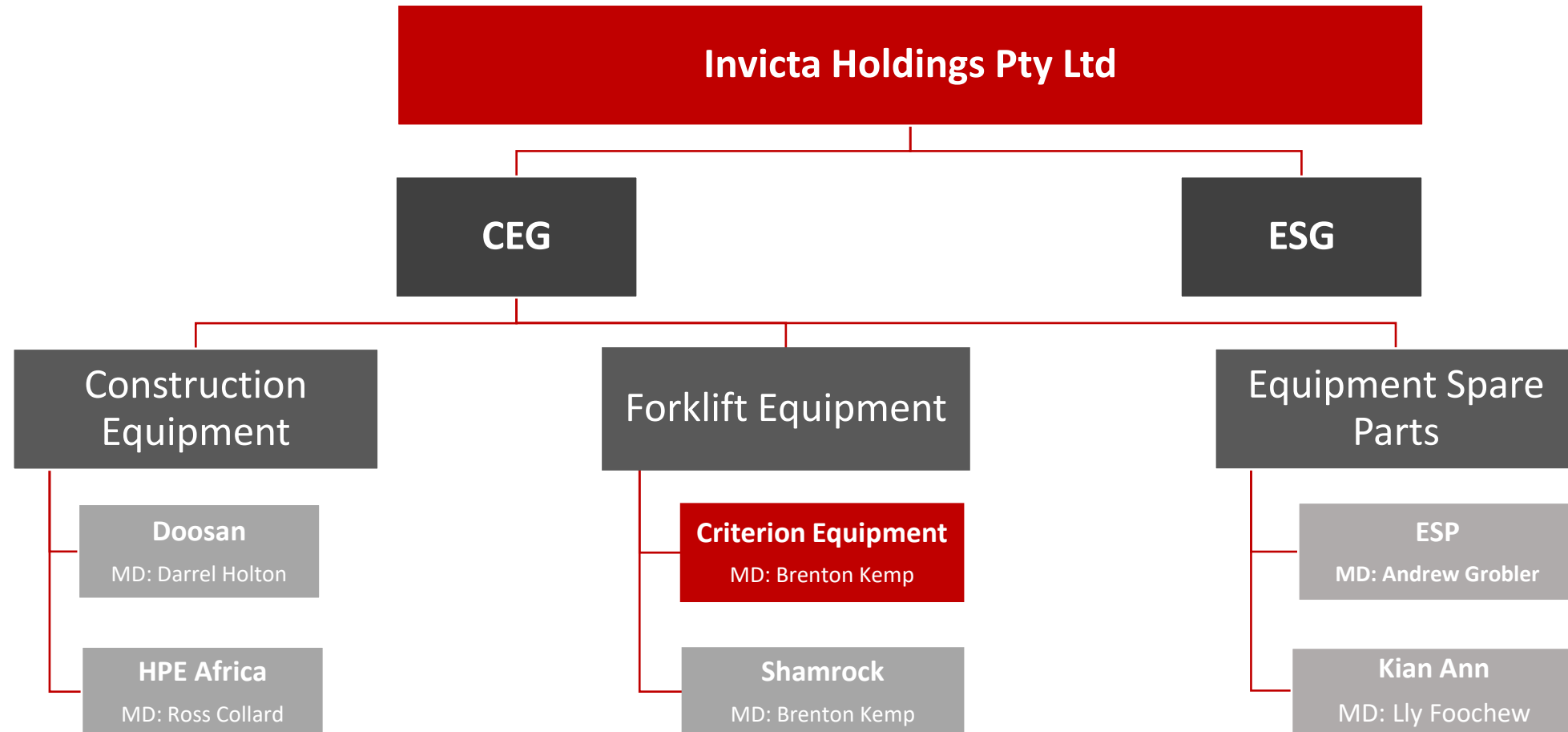
TCM products command of the highest resale values in the industry.

Extremely Service & User friendly.

Introduction to Criterion Equipment



Who is CEG & where do we fit in?



Introduction to Criterion Equipment

Invicta Holdings & The Capital Equipment Group



For more information about The Capital Equipment Group & Invicta Holdings Ltd, visit their websites at:



www.invictaholdings.co.za



www.capitalequipmentgroup.co.za

Introduction to Criterion Equipment



Our Network of branches & dealers



Our Network consists of 7 branches including dealers throughout Southern Africa.

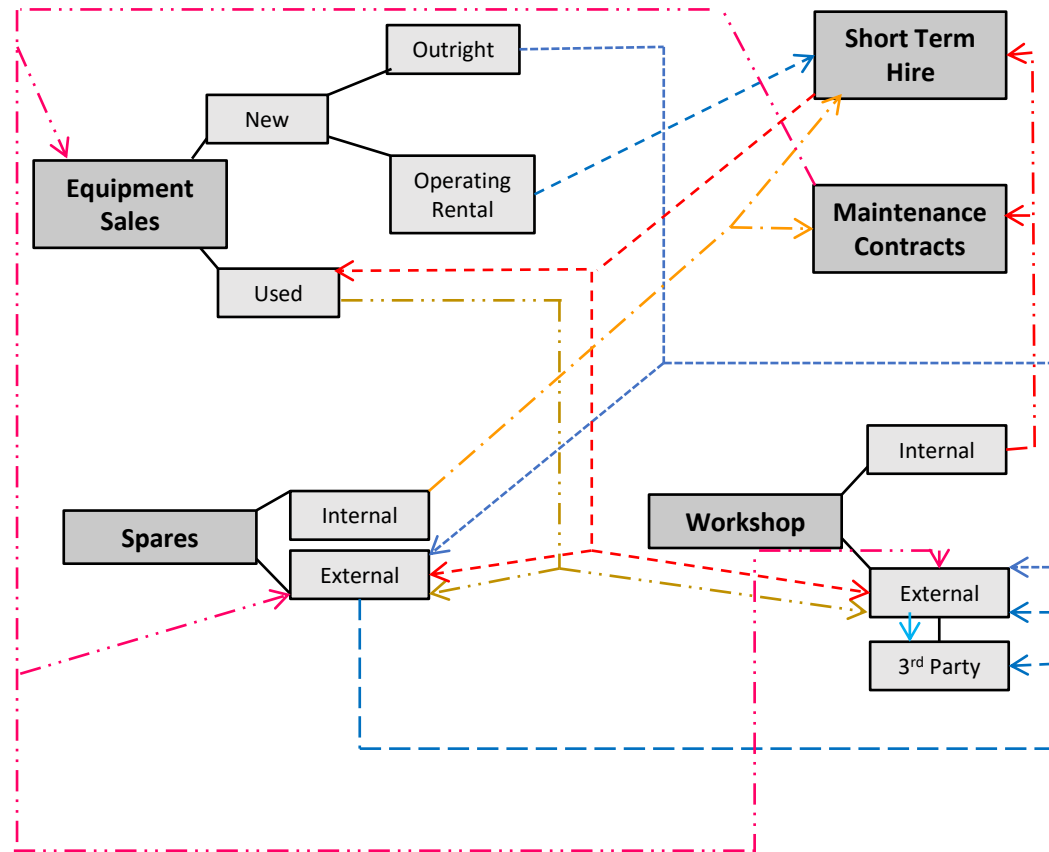


Our Product & Service Offering

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Criterion Equipment Business Model

Criterion Equipment Business Model & Processes



Product & Service Offering

Criterion Equipment Value Proposition



1. Forklift Sales



- New Equipment
- Refurbished Equipment

2. Forklift Rentals



- Short term rentals
- Over 750 units in its short term rental fleet

3. Spare Parts



- Exceptional availability in respect of OEM forklift parts.
- 24/7 support on standby.

4. Workshop/Field Services



- Responsible for maintenance, repairs and service both **in the field** and in the **workshop**.

1. Forklift Sales

What can we offer you?



New Forklift Sales

- **Tailor-made in-house finance options, on all new equipment purchased, such options including:**
 - Outright purchase
 - Operating lease with no ownership
 - Finance lease with option of ownership (commonly referred to as Rent to own)
- **Warranties:**
 - Full 1 year or 2000 hours factory warranty.

Refurbished/Used Forklift Sales

- Used equipment is either sold partially refurbished, fully refurbished, or alternatively in its current state.
- All refurbished equipment is refurbished back to factory standard specifications.
- **Warranties:**
 - 6 Months warranty on oil submerged components.
 - 3 Months warranty on remaining components, excluding electrical components and electrical parts.

2. Forklift Rentals

What can we offer you?



Long term Forklift Rentals

- In house finance available
- Tailored packages, including maintenance contracts
- 36 to 60 month finance periods
- Internal combustion counter balance, electric counter balance and warehousing forklift trucks available
- Customised to suit customers application

Short term Forklift Rentals

- Competitive rates, offering delivery and collection services
- Daily, weekly and monthly forklift hire
- Forklift hire and service centres countrywide
- Full range of material handling equipment
- Guaranteed support

Forklift Range

Our Forklift Range



Internal Combustion Counter Balance



Specialised Warehouse Material



Electric Counter Balance



3. Spare Parts

What can we offer you?



Criterion Equipment ensures exceptional availability in respect of OEM forklift parts.

- Technical support from TCM Japan.
- Supplying parts to all of its workshops where maintenance and service of its own, as well as customers equipment, is undertaken.
- Counter sales of both OE and after-market parts.
- Standby support 24/7 for customer emergencies.
- Sourcing parts from international manufacturers.

4. Workshop & Field Service

What can we offer you?



Workshop

- Fully fledged workshops.
- Criterion maintains its own internal fleet in its workshops.
- Workshops also cater for rebuilds and refurbishments on our site.

Field services

- Responsible for maintenance, repairs and service of its own equipment in the field, where rental and maintenance contracts are in place.
- Criterion Equipment can also tend to customers own equipment for maintenance, repairs and services in the field.

Specialised Industries



Which industries/applications can benefit from our product offering?

TCM forklift trucks are robust and can be modified to meet exacting customer needs and specialised applications such as:

- Mining
- Cold storage
- Flame Proofing
- Attachments / Ancillaries
- Customer specific requirements

Value Adds



Added value that Criterion can offer to its customers

We understand the importance of providing added value services to our customers.

- Qualified technical staff and 24 Hours Support
- In-house finance
- Complete refurbishing of machines according to TCM specifications and safety requirements
- Repair and reconditioning of components such as masts, transmissions, axles etc.
- Cosmetic overhauls and major repairs
- General service and repairs
- Fitment of specialised forklift management systems such as engine protection systems, transmission control systems, battery isolators and centralised greasing systems
- Use of approved and accredited service providers



Our Affiliates

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Capital Equipment Group Affiliates



Our Affiliates

Construction Equipment



Forklift Equipment



Equipment Spare Parts





Stay in touch with Criterion

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Connect with Criterion Equipment

Get the latest updates, news and information about Criterion equipment by following Criterion Equipment on the following platforms:



Website: www.criterion.co.za



Facebook: www.facebook.com/criterionequipment/



Instagram: [@criterion_forklift_equipment](https://www.instagram.com/criterion_forklift_equipment)



LinkedIn: www.linkedin.com/company/criterion-equipment/

Contact your nearest Branch or Dealer

Contact Details

Head Office

Isando (011) 966 9700

Branches

Pretoria (012) 379 6132
Nelspruit (013) 752 6292
East London (043) 736 3008
Port Elizabeth (041) 487 1799
Cape Town (021) 386 8766
Pinetown (031) 705 3890

Dealers

Bethlehem Vurkhyser	(058) 303 9796
Bloemfontein Forklift	(051) 432 3332
AnescoC.C	(034) 995 1640
KaapAgri	(022) 482 8182
Walker Industria, Upington	(054) 332 1074
AE Forklifts	+264 64 205 166
Hyundai	+268 24 047 422
Equipment and Parts Suppliers	+265 01 753 806
Forklift Handling	+264 61 255 541

