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SPAR and Goscor – a great team.

Goscor Lift Truck is SPAR's Equipment Supplier of the Year

Leading warehouse equipment supplier Goscor Lift Truck Company (GLTC) has been named SPAR's 2015 Equipment Supplier of the Year and according to GLTC MD, Darryl Shafto, this has to be the most important accolade ever received by the company. "SPAR obviously has many suppliers with many of them much bigger than we are. It is therefore a monumental privilege for us to have been singled out in this manner," he says.

SPAR Group logistics executive, Trevor Currie, says the award was well deserved. "It's not just the quality of the product or of the after-sales support that makes the difference with Goscor, it's the complete package. They are prepared to go the extra mile not only to help ensure excellence in our logistics division but also its cost effectiveness in the long-term. They are a partner in our business in the truest sense of the word."

On the question of value Currie says that although the capital price on Goscor's equipment is usually higher than that of competitors, Goscor has consistently delivered on the promise of achieving the lowest total cost of ownership over the equipment life. "In SPAR's business this boils down to the cost of moving a pallet over the life-time of an individual materials handling machine and, in this regard, the SPAR-Goscor partnership has managed to create an enviable level of efficiency in the warehouse through constant and consistent operational cost reduction," he says.

GLTC sales director Patrick Barber says that GLTC's relationship with SPAR is unique: "The capital investment for SPAR was higher with us than it would have been with most of our competitors. But we learnt quickly that they understood the lifetime-cost concept."

Barber adds that operational cost reduction has been achieved through focusing on a cluster of activities like driver assessment, intrinsic fleet management and, of course, the highest levels of service and maintenance.

Currie says that one of the most impressive characteristics of the Goscor team is its willingness to listen. "We have a protocol whereby we measure the performance of our suppliers on a quarterly basis. Goscor has consistently achieved the highest ratings for these service/quality assessments. One of the reasons for this is that they are prepared to listen and to make changes where necessary. This is a trait that makes all the difference," Currie says.

SPAR is experimenting with outsourcing the entire materials handling equipment (MHE) workshop management in various DCs to Goscor. "We started in Nelspruit and on comparing costs found that Goscor did it in a cost-effective manner whilst still achieving the high levels of productivity required. Based on this, Goscor has now taken over in KZN and things are going well there too," says Shafto.

He says the bottom line is that there is a mutual respect between Goscor and SPAR, "which is a thoroughly professional organisation," concluded Shafto. •