

New Directions for LiftRite

The past few months have seen many changes to LiftRite. The obvious one is that the company is now LiftRite Hire & Sales, which came about when an amicable handover saw the transfer of the Toyota Industrial Equipment distributorship for WA to the newly formed Toyota Industries Corporation Australia on October 1, 2005.

LiftRite is still the Approved Service Agent for Toyota Industrial Equipment in WA. The LiftRite Hire & Sales rental fleet includes many Toyota machines, so the Toyota connection is not completely severed. Indeed, It was only in early 2006 that LiftRite Hire & Sales received an award from Toyota Finance for writing \$30,000,000 cumulative net retail finance.

However, the LiftRite sales effort has been increasingly aimed at Manitou and Kubota, with Manitou sales increasing to represent half of LiftRite's retail business. There is also an increasing number of Manitou and Kubota machines in the LiftRite rental fleet. The importance of rentals to LiftRite Hire & Sales is emphasised by the recent appointment of James Shepherd to the newly created position of Rental Salesman.

LiftRite Hire & Sales Managing Director George Hogg said: "We are very excited about the much wider range of Manitou products becoming available in Australia following the establishment of Manitou Australia in February.

"Manitou Australia was set up to enhance the level of customer support available to users of Manitou products in Australia and the Oceania region."

Manitou products cover all three major sectors, construction, farming and industry and are also being used in the mining sector. LiftRite Hire & Sales intends to increase the penetration of Manitou products into all areas.

A wider range of Kubota products is also becoming available in Australia with capacities up to 8.5 tonnes. LiftRite has a full range of Kubota mini-excavators and wheeled loaders and looks forward to increasing sales.

Mr Hogg said: "The increased range of product available from Manitou and Kubota including masted forklifts from Manitou and wheeled loaders from Kubota points to a bright future for LiftRite Hire & Sales.

"Our rental fleet has been enhanced by a range of specialised attachments such as pallet inverters and bin rotators that have increased our ability to respond to seasonal rental demand in every area.

"Overall, we are looking forward to a period of steady expansion as we work to improve further the customer service for which LiftRite has become noted."



Services

- New & used equipment
- Suppliers of Toyota forklifts, skid steer loaders and related attachments
- Manitou rough terrain material handling equipment
- Kubota mini-excavators and loaders
- After sales support
- Satellite service agents
- Service and maintenance plans
- Long and short term forklift, skidsteer loader and Manitou hire



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Lift Rite Hire & Sales delivers 16 new forklifts to Mercer Mooney

In late 2005, LiftRite Hire & Sales delivered 16 new 7-series forklifts to Mercer Mooney at Market City in Canning Vale.

Mercer Mooney is one of the longest established fruit and vegetable wholesalers in Western Australia, having been founded by the Mercer family in 1915 in the Goldfields. Mercer's moved to Perth in the 1920s and was located at Stirling Street and then at the Metropolitan Markets in West Perth until the whole operation moved to Market City in Canning Vale in 1989.

In 1979, Mercer's absorbed the company, R N Mooney to form Mercer Mooney. The company was restructured in 2002 and two members of the Mercer family still occupy senior positions. John Mercer is a Director and Greg Mercer is Sales Executive for Vegetables.

Mercer Mooney is the biggest wholesaler in Market City, with an annual turnover of more than \$60 million. This represents over 8 million individual packages ranging from a two-kilogram pack of snow peas to a half-tonne bin of water melons. The company occupies 13% of the lettable area of the markets and has 120 employees.

To give some idea of the scale of the Mercer Mooney operation, there are 2500 square metres of selling space and 4600 square metres of warehouse space, 4000 of which are temperature controlled. There are 38 cool rooms on site with a total capacity of about 2500 pallets of produce.

There is also a cool store in Pickering Brook where Mercer Mooney provides a packaging service for hills growers.

To handle the produce, Mercer Mooney has a fleet of 22 forklifts, all of which are Toyotas hired from LiftRite



Hire & Sales. The twelve 7-series forklifts that were bought outright in 2000 have been traded back to LiftRite as part of the new deal which sees twelve 7FG15 gas-powered forklifts and four 7FB15 electric forklifts join the fleet. They join four near new electric and two casual hire gas-powered machines to make the total of 22. In high season, from October to early April, two extra gas-powered forklifts are rented to cope with the peak load.

The eight electric machines are used in the cool rooms and warehouses. To avoid air quality problems, the electric machines are the preferred option for enclosed spaces.

Mercer Mooney Operations Manager Peter Mirco said: "We use Toyota forklifts from LiftRite because the customer service is extremely good. Others try to compete on price, but they cannot match LiftRite's overall package."

LiftRite Hire & Sales supplies 80% of the forklifts being used in Market City. There is an on-site mechanic from LiftRite with a spare machine always available.

"LiftRite's entire emphasis is on service to customers," said Peter.

For further information call LiftRite Hire & Sales, on (08) 9455 2077 or visit the website at www.liftrite.com.au

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WA Freightlines relies on LiftRite

Esperance Freight Lines was established 15 years ago and has grown to cover much of the southern part of Western Australia, particularly that part to the east of Albany Highway.

Micheal Harding and Colin Danks took over the company in May 2003 and have continued its growth, having purchased Bremer Bay Transport in 2004. The company leases Ten Toyota 7 series fork lifts from LiftRite Hire & Sales, having disposed of its last non Toyota machines in mid 2004.

Colin said "We use forklifts from LiftRite because we get a good deal on a good product with a good back-up. It's the best deal for the company and provides us with the best forklifts for the job."

Their four forklifts in Esperance, Four at the Company's Belmont Depot, one at Ravensthorpe and one at Jerramungup. Of the Belmont machines one is electric and is used in the freezer chiller holding depot.

Esperance Freight Lines has a fleet of over 100 units including 15 prime movers, 17 delivery vehicles plus trailers ranging from Freezer/Chiller, flat tops, Drop deck machinery trailers and pocket road train set ups. The fleet runs daily between Perth and Esperance servicing towns and projects along the way.



...Manitou too

Esperance Freight Lines also has two other machines from LiftRite. A three year old Manitou MT732 (over 3000 hr) and a MLT731T (1000 hrs) that are being used for brick deliveries in the Esperance area.

The all-terrain abilities of the Manitous have proved great in the deliveries of chemicals to farmers in the area.

Recently due to growth in the Ravensthorpe depot an older Manitou 1985 model was purchased to assist with freight deliveries.



MANITOU Raises the Bar

Recent new product announcements have reinforced Manitou's status as the supplier of the most comprehensive range of telescopic materials handling equipment in Australia.

The newest products in the Manitou range are two Maniscopic ORH (Operator Remote Hydraulics) rough terrain machines, the MT 1340 and MT 1740, plus the compact MT 523 telescopic handler and a new pentagonal telescopic boom for the MRT 2540. The Maniscopic ORH machines meet the rigorous Australian design registration standards for access platforms, the only full range of machines of their kind to have achieved this status.

"These products, now readily available, strengthen Manitou's position as the world leader in rough terrain materials handling equipment and as a manufacturer of state-of-the-art equipment for the construction industry," said Paul Smith, LiftRite's Product Manager for Manitou.

The telescopic handlers combine three functions in one, standard materials handling and lifting plus the added bonus of a detachable access platform or basket. The platforms provide safe working conditions at great heights, with the MT 1340 and MT 1740 providing a 15-metre and 19-metre working height respectively. Both have a four-tonne lift capacity and a 365-kilogram basket capacity that comfortably accommodates three people. The machines' hydraulic stabilisers form a wide base and guarantee uniform stability, while Manitou's frame levelling technology allows the chassis to articulate when on rough and uneven terrain.

An added feature is the Mono Ultra controls within the detachable basket, giving those in the basket total control of the machine. Mono Ultra technology incorporates a single joystick with control buttons - a single multifunction lever versus the industry standard numerous levers, which adds to ease of use and safety.

The Maniscopic MT 523 is one of the most compact telescopic handlers in the Manitou range. Less than two metres high, only 1.8 metres wide and 4.1 metres long, it combines compactness and manoeuvrability with safety, three attributes keenly sought after in the building and construction industry.

"Its stability boosts safety while its versatility makes it ideal for jobs traditionally done by skid steers, working with pallet forks, buckets and other attachments with the advantages of lift capacity, lift height and forward reach," said Mr Smith.

Completing the list of new Manitou telescopic handler products is the pentagonal telescopic boom for the MRT 2540. This technical innovation in the world of lift trucks is protected by a European patent filed by Manitou. The new shape provides self-aligning of the telescoping sections, facilitates settings and improves access to chain tighteners. It also increases the stiffness of the boom assembly when fully deployed, providing greater accuracy and full handling motion control.

For more information about Manitou rough terrain materials handling equipment call LiftRite Hire & Sales on (08) 9455 2077

LiftRite NEWS

HIRE & SALES Formerly LiftRite Toyota

Kubota's New U15-3 Excavator is Booming Marvellous!



A unique boom design incorporating boom cylinder and hydraulic hose protection, is just one of the features which promotes the new 1.5 tonne Kubota U15-3 zero tail swing mini excavator to class leading status.

The boom cylinder has been relocated to the top of the boom, virtually eliminating any potential for damage to the boom cylinder. Unlike operators of conventional mini-excavators, operators of the U15-3 will never have to be concerned with boom cylinder damage caused by concrete or other debris. There are also no problems with hydraulic hose entanglement as the U15-3 hoses are completely encased within the boom.

With the zero tail swing, operators do not have to worry about striking the tail on any structure and the U15-3 boasts excellent stability, not previously seen in a zero tail swing machine. A massive bucket breakout force of 1550kg further enhances the U15-3's class leading status.

The exceptionally manoeuvrable U15-3 has a variable track enabling the operator to gain entry to sites with less than one meter wide access.

The U15-3 really is "operator friendly". A two-speed travel switch has been added to the dozer blade lever to give operators more legroom for extra comfort. A suspension seat with armrests minimises jolts and the newly developed short stroke control levers provide more precise operations. All Kubota excavators including the U15-3 feature a two pattern select system so the operating pattern can be changed from SAE to ISO with the flick of a lever.

For peace of mind a three year/3000 hour warranty applies to all Kubota excavators and they have the full support of an authorised dealer network that delivers a high level of service and spare parts availability.

For more information about the Kubota U15-3 and the Kubota range of mini-excavators, contact LiftRite Hire & Sales on 08 9455 2077 or visit the LiftRite web site at www.lifrite.com.au

Dash 3 KUBOTA works on Roe Highway Extension



Quality Traffic Management recently took delivery of a new Dash 3 Super Series Kubota mini excavator from LiftRite Hire & Sales. The KX41-3SV was immediately put to work on the Roe Highway Stage 7 extension, from South Street to Kwinana Freeway.

Quality Traffic Management was established in 1996 by Greg Bendall and Gino Stefani, who between them had 37 years of experience with Main Roads WA, in the signals and lighting section.

Since privatisation from Main Roads in the mid-1990s, the traffic management industry has grown and Quality Traffic Management has grown with it. Since 1996 the company has twice outgrown its premises before moving to its present Kenwick location. It now employs about 80 staff on projects such as the Roe Highway, the New Metrorail, Kwinana/Mitchell Freeway and the Geraldton Southern Transport Corridor. Many of the major city councils also use the services of Quality Traffic Management.

Through all the growth, the Kubota KX41 they bought at auction from Main Roads in Bunbury nine years ago has given sterling service. The combination of reliability and LiftRite Hire & Sales service made the choice of a replacement mini excavator simple. The old Kubota has been replaced by the latest model of the same capacity.

The old machine will be, as Gino put it: "Sand-blasted, resprayed and given a tickle-up." It will then become the company's reserve machine. So much for retirement!

With Quality Traffic Management's emphasis on quality and mindset of safety first, the reliable, operator friendly Kubota is the ideal machine. It will work five days a week on signal and street light instalment for the new highway.

