

CASE STUDY

Company
Better Storage Systems

Location
Rocklea, Queensland

Equipment
Powerlift HC 1.8



Pictured (L to R): Robert O'Boyle and Darren Bykersma

Better Storage Systems finds a better forklift...

Australia's most dynamic racking supplier finds the new Powerlift HC really stacks up.

Racking up years in the shelving and storage industry, Darren Bykersma founded Better Storage Systems after recognising a gap in the market. While other storage systems companies focus on the hard sell, the experienced team at Better Storage pride themselves on the quality of their after-sales service coupled with excellence in design.

"Many companies make the mistake of neglecting their customers after the product is on the warehouse floor.

"Better Storage Systems provides excellent follow-up post sale, because we recognise and value the benefits of a long term relationship with our customers," says Darren.

Better Storage Systems designs, supplies and installs a wide range of products nationally, including:

- Pallet racking – new and used
- Cantilever racking
- Drive-in pallet racking
- Mezzanine floors
- Steel shelving
- Raised storage areas
- Compactors
- Conveyors
- Plastic storage bins of various sizes

The company also specialises in pallet racking relocations and will even take the worry out of organising annual pallet racking inspections, which are mandatory for all businesses under State OH&S regulations.

As part of planned and ongoing expansion, Darren spoke with Robert O'Boyle, Powerlift Material Handling's State Sales Manager, Queensland. Initially, new forklifts were not being considered by Darren, who had approached a number of companies regarding forklift deals.



Pictured: Darren Bykersma and the Powerlift HC

“When I spoke to Rob he told me about the new Powerlift HC range and explained its benefits, backing and price. Powerlift Material Handling was able to offer a new forklift for the price of a good, used forklift while still providing all of the specifications that our business requires. The biggest selling point for our company is the fact their machine is backed by a three year warranty.

“Clients rely on Better Storage Systems to provide the best designs with optimum functionality, promptly. Efficient receiving and despatch of materials is critical. This means the Better Storage Systems’ forklift plays a very important role ensuring that deliveries are loaded on trucks on time, which flows on to a smooth, incident-free installation.

“Just like our customers, Better Storage Systems is looking for value for money coupled with great after-sales service. This is why I believe the new Powerlift HC will be a valuable addition to our business. It has a three year warranty that offers great peace of mind because this is a product we have to rely on, day-in and day-out,” Darren says.

Custom Choice

“Initially, Darren was after pre-owned equipment. I advised that we could do that, but asked if he was aware that Powerlift also offers a lower cost alternative? I told him of a new engine-truck product that is not only offered at a lower cost, but also bridges the gap between the traditional new and pre-owned markets,” says Robert.

“So we talked about specifications and pricing, had a look at his application and then I provided a solution, which when compared to our competitors’ new truck pricing, is comparable to their 12 and 24-month pre-owned pricing.

“Darren bought a quite highly specified version of the entry-level Powerlift HC 1.8-tonne gas forklift, with a special 4.7-metre triplex mast so he can get up to his racking and into containers in his yard to load and unload them. The standard mast, by the way, is a 3.0-metre, two-stage unit.

“Price aside, I’m finding customers like Darren are very impressed with the level of specifications across the range because this isn’t a cheap Chinese

product. The Powerlift HC range is a genuine low-cost alternative to the premium forklift range currently available. We’ve gone the extra mile to ensure it’s a quality product that’s well supported and offers the features, functions and benefits you’d expect in a premium forklift truck,” Rob says.

The Powerlift HC 1.8 is powered by a proven, low-emission petrol/LPG Nissan engine driving through a smooth, locally-built HC transmission and comes standard with a raft of outstanding features that belie its price. These include a swing-down gas bottle, full suspension seat, integral sideshift controls, hydrostatic steering, an easy-to-read LCD dash, maintenance-free LED working lights, solid tyres, a fully enclosed roof and more.

Like all new machines sold by Powerlift Material Handling, the Powerlift HC is backed by a full three year warranty and the company’s unbeatable customer service and support network. This consists of 100 mobile service technicians, 6 company-owned branches in major cities and 11 authorised dealers in regional Australia. Additionally, a rental fleet exceeding 3500 machines and a spare parts fulfillment rate of 95 percent within 24 hours of order provide added peace-of-mind.

“Darren Bykersma from Better Storage Systems is so happy with his new Powerlift HC forklift that he’s invited me to bring customers here for a demonstration of the forklift in action,” Rob enthuses.

“It’s a great machine to drive – smooth, with plenty of power and very comfortable. Although I have a forklift licence and drive it occasionally, it’s mainly driven by my warehouse staff and they love it.

“I’d recommend a Powerlift HC to anyone looking for a new forklift that provides outstanding value and performance at a used forklift price. And the backing of Powerlift Material Handling’s three year warranty, service and support is just the icing on the cake,” says Darren.

To find out more about the affordable and innovative Powerlift range, call 1300 550 607 or visit www.powerlift.com.au

For more information about Better Storage Systems visit www.betterstorage.com.au or phone 1300 571 277.

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