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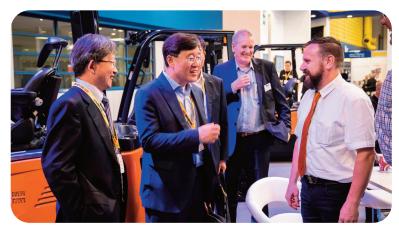
The guarding around a new cutting line ensures only authorised employees can access and operate the equipment.



Rushlift

Engines of growth

HSS editor Simon Duddy caught up with senior management from Doosan at the recent IMHX show to hear how the Korean manufacturer's strateaic emphasis is shifting towards electric trucks.



raditionally Doosan was thought of as a manufacturer of diesel engine powered forklift trucks. While this is very much an important part of the business, the electric side is growing rapidly and set to grow further.

This is in part down to increasingly stringent emissions regulations on diesel engines.

One of the most prominent VIPs to visit the show, Dr K.B. Park, CEO of Doosan Industrial Vehicle in Korea. explains: "As the emission requirements become more stringent it is very difficult to pinpoint which technology will be the best choice.

"To meet Tier IV stage requirements was complex and costly and we did this with the G2 engine. Our focus was to develop a new combustion chamber to allow us cleaner emissions, and it was very successful.

"To meet Tier V requirements will need massive, advanced research and development, which will perhaps be out of the reach of some of the largest engine manufacturers. We will watch carefully and make a choice."

Park expects for Tier 5, every engine will need a diesel particulate filter (DPF) which will push the package price up and increase maintenance concerns. DPF needs elevated temperatures to work well, so for light-duty forklifts you need forced regeneration (running the trucks while idle), which uses fuel unproductively, adding cost.

Tim Waples, CEO of Doosan Industrial Vehicle UK takes up the topic.

"The G2 has worked well for the market," he says. "But perhaps the market is shifting towards electric. Hence Doosan has invested so much in electric trucks, we have to shift with the demands of the market. We are not as reliant on diesel as we once were."



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In the UK, Doosan's acquisition of Rushlift is not typical of the global manufacturer's strategy but was led by the wishes of Rushlift's management.

Dr Park explains: "Our basic strategy is growing together with the dealers. We do not try to aggressively capture dealer stake; indeed, we continue to rely heavily upon them for local and regional sales and service."

Tim adds: "It has been more than one year since the Rushlift purchase and it is going very well. Our objective was we needed to provide Doosan with a direct sales and service operation in order to grow our market share in the national accounts arena."

This has led to organisational changes and considerable investment in Rushlift, which is starting to pay dividends with encouraging sales for Rushlift this year.

Tim adds: "We're doing some groundwork into the major accounts. It's a long game. These are not deals you can win overnight. The gestation period can be three to 30 months. We have made some good contacts and have some

good inquiries."

Tim says the market was suffering from uncertainty in the aftermath of the EU Referendum, as it was unclear what it meant for the UK.

"The immediate effects were limited to currency exchange rates, which affected most businesses. In the long term, the UK was very successful before it entered the European Union and I see no reason why it cannot be successful after exiting. Also we are leaving the EU, not Europe, we will still have a strong relationship with Europe for business going forward."

Paul Watson, UK sales director at Doosan Industrial Vehicle UK sums up the importance of the recent exhibition.

"IMHX 2016 was a milestone event for us. It was the first time we showed our products alongside the parts of our business acquired through Rushlift, such as fleet management and in-house finance. This IMHX has come at just the right time for us.

'We have come together as one very powerful presence in the UK market and people can see we're not just a manufacturer anymore."

Tel:01604 825600

Pick of the Year

Safety

Safety is a core value for the FLTA and a topic that tops its agenda. These nine Finalists have helped reduce the risk of accident and injury to operators and those who work alongside them.



Abbey Attachments

SafeLoad

Conventional weighing systems warn drivers when capacity is exceeded, but, when it comes to preventing forward tipping accidents, it's the combination of load and load centre which is crucial. SafeLoad, developed in conjunction with RAVAS UK, is the first weighing product

that brings these together. It's the first of its kind (patent pending) Drawing data from the hydraulic transducer and sensors placed on the chassis, it

provides weight and forward stability information in a single combined display. This means operators can see – with accuracy – whether a load can be safely lifted. Stability and weight information is enhanced by the colour of the weight display (green = safe/ red = unsafe) and a fork icon which clearly indicates the load centre's position on the forks.

Combilift Safelift



The Combi Safelift anti-overload device detects, alarms and shuts down operation to prevent overloading, without operators

having to make complicated calculations regarding load centre, weight, and centre of gravity of non-uniform loads. A strain sensor incorporated on the mast detects overweight, an extended load centre, or when forks are not fully engaged. The indicator unit with green, amber and red LEDs and audible alarm alerts operators to potential risk situations, and the cut-out valve on the mast hydraulic lift shuts off operation before any critical point is reached to eliminate over-loading. This system can be added to any counterbalance truck

Crown Lift Trucks WAV60 Work Assist Vehicle



The Crown WAV 60 Series is designed with features to help achieve greater levels of safety, efficiency and flexibility for applications where ladders are typically used to reach up to five metres such as those found in retail and manufacturing settings. Carrying items up and down a ladder can be a dangerous task - according to the "European Statistics on Accidents at Work" database, approximately 145,000 injuries leading to four or more days of absence were due to falls from height. The Crown Wave helps to reduce the risk of injury and accidents associated with activities such as lifting, climbing and carrying. It enables operators to handle their everyday tasks with confidence.

Doosan Industrial Vehicle UK

Electro-magnetic Automatic Electric Parking Brake (EPB)

The innovative Doosan B25X-7 features the Automatic Electric Parking Brake. Replacing the traditional mechanical system, it provides a much more reliable, and therefore safer, solution. The EPB

prevents the forklift from rolling back at a stop on an upslope and means the operator can dismount from the truck easily without any braking on an upslope. This unlimited ramp hold increases safety as operators can the truck without having to remain

increases safety as operators can exit the truck without having to remember the parking brake, because it is applied as soon as the operator takes his foot off the accelerator pedal.

Flogas

Gaslight cylinders

In partnership with Hexagon Ragasco, Flogas is revolutionising the UK fork lift truck market with a new composite cylinder: Gaslight. In the LPG and fork lift truck worlds, safety is paramount, and the Gaslight composite cylinders have



Awards 2017 Sponsor Spotlight

Rivermore Asset Finance offer a competitive range of equipment finance facilities for all sizes of transaction via manufacturers, distributors and dealerships throughout the UK. Rivermore customers are involved in just about every industry from brewing, electronics and printing to transport, pharmaceuticals and textiles and range in size from small niche-specialists to large RivermoreAssetFinance

multi-national groups and FTSE-100 companies.

www.rivermore.com

Pick of the Year

Shining the spotlight on...

The success of the materials handling industry relies on the men, women and teams who do more than work to the highest standards...



The Awards for Excellence's individual and team awards honour those who have demonstrated an unwavering commitment to raising the bar for the benefit of the Association, its members and the whole sector.

Apprentice of the Year

The fork lift truck industry suffers from a serious, long-term shortage of trained service engineers. This important award highlights the enthusiasm, professionalism and loyalty that today's apprentices – tomorrow's engineers – bring to their employers.

Supplier of the Year

Decided by FLTA's membership, this coveted Archie is awarded to the supplier whose support has contributed the most to keeping the industry and its trucks at their most productive throughout the year.

Finalists

Curtis Instruments
Investec Asset Finance
Industrial Battery and Charger
Services Ltd

Lifetime Achievement Award

Quite simply, this is the highest accolade the fork lift truck industry can offer.

The FLTA's Lifetime Achievement Award is presented only when there is an opportunity to pay tribute to an extremely special individual whose extraordinary career encourages the whole industry to strive for excellence.

Services to the Fork Lift Truck Industry

This Award is presented to an individual whose efforts have been instrumental in moving the whole industry forward. This category honours those who keep us all striving for ever higher standards.

Dealer Member of the Year

New for 2017, this Award will be presented to the dealership and FLTA member considered to operate its business to the highest standards – whether that be as a supplier, an employer or as part of the wider community. Among other criteria, judges will look for high safety standards, top-quality customer service, training and retention of staff, and the health and well-being of workers.

Finalists

Briggs Equipment UK Ltd HFT Forklift Ltd Hitec Lift Trucks Ltd Acclaim Handling Ltd

Services to the Fork Lift Truck Association

As the most representative body of its kind in Europe, the FLTA owes its success and continued growth to the hard work and expertise of many individuals. This award is a vote of thanks for their dedication.

▼ Awards 2017 Sponsor Spotlight

Doosan is one of the UK's leading providers of Materials Handling Equipment.

A key supplier to some of the industry's largest and most prestigious forklift users, Doosan offers a range of excellent value for money products, providing superb durability, backed up by a substantial direct UK presence and an extensive dealer network.

Founded over 120 years ago, Doosan now employs over 44,000 people in 39 different countries and has annual revenues in excess of US\$21.6-billion, making it one of the largest corporations in the world.

Doosan's strength has come from its vast array of products and services ranging from power generation and desalination to major construction projects, engines and construction equipment, including



Bobcat, which Doosan purchased in 2007 for 5 billion USD. Doosan acquired Rushlift Limited in 2015, the UK's leading national independent service provider, and is now able to provide the best of both worlds; direct manufacturer sales, nationwide service, short and long term rental, in-house finance and the best fleet management system in the industry.

www.doosan.com/en/main.do