



Criterion Equipment - Expansion Programme

Criterion Equipment, which was acquired recently by Invicta Holdings, has implemented a programme to further improving its service by enhancing its distribution network and support to its leading brand, TCM forklifts, imported from Japan.

"Criterion Equipment, which has traded in South Africa for nearly 40 years as the sole distributor of TCM forklifts, has sold over 10 000 TCM material handling products to the local market," says Shaun Collins, national sales manager, Criterion Equipment. "The company is committed to building on the excellent base which has been established in the highly competitive materials handling sector.

"One of Criterion Equipment's greatest strengths is its ability to provide a wide range of quality branded materials handling products, which includes not only standard units, but 'special' models, where particular market needs arise. "The company's service encompasses the sale of new and used forklift trucks, long and short term rentals, service and maintenance contracts, as well as the supply of genuine TCM parts.

"Our pledge to service excellence is achieved by regularly assessing market requirements and expanding the product range and distributor network to meet these demands." Included in the range are internal combustion forklifts, battery powered counterbalance forklifts (3 wheel and 4 wheel configurations) as well as battery powered reach trucks for warehousing applications.

These machines are available from a network of Criterion Equipment branches, as well carefully selected dealers and agencies in most of the major centres throughout Southern Africa and in neighbouring countries.

Criterion Equipment supports its range of materials handling equipment with a national technical advisory, spare parts, repair and maintenance service.

For further information **Shaun Collins**, National Sales Manager, **Criterion Equipment (Pty) Ltd**

Telephone

011-966-9700

Fax

086 617 1219

Email

shaun@criterion.co.za

Web

www.criterion.co.za



Criterion Equipment has implemented a programme to further improving its service by enhancing its distribution network and support to its leading brand, TCM forklifts, imported from Japan.