

LIFTECH

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Foreword

Dear Reader,

We are grateful to our customers and partners for their patronage that has helped our business stay right on course during the difficult economic times of last few months.

Ever optimistic, we continue to forge ahead with new product development, participation in trade fairs and expanding our scope and reach in the market.

We're launching a brand new series of 4-wheel AC and DC electric forklifts to replace the existing range. You will also read about our expansion into 12 to 25 tonne capacity forklifts, a project initiated a few years ago. As part of our sustainability initiative, we're promoting the use of slip-sheets in lieu of pallets. Here we explain the economic benefits of using slip-sheets.

A very happy new year and our best wishes to all our readers for a happy and healthy 2012.

Cheers!
Godrej MH team

Brand new range of electric forklifts from Godrej

Electric counterbalance forklifts have undergone a huge transformation over the last decade. Godrej has been absolutely at the leading edge of advancing indigenous technology in this segment. First, we introduced DC SepEx traction motors in 2001, followed by AC traction motors in 2008, electronically controlled hydraulics and twin AC traction systems in 2010.

And now, using these new technologies as a

solid platform, we're proud to announce the launch of a brand new avatar of the Godrej GX series electric 4-wheel counterbalance forklift with capacities from 1.5 to 3 tonne.

A white sheet project, the new Godrej GX electric forklifts have a completely new design and an energy efficient powertrain which easily delivers at least 10-12% more run time per battery charge, besides offering fantastic access to all key systems.



New 3 tonne Electric Forklift

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Brand new range of electric forklifts from Godrej

The traction battery has a new profile and sits low in the chassis, improving driving stability and lifting capacities at height.

The low profile cowl and all new steering column offer great forward and downward visibility.

Electronically controlled hydraulic pump is now a standard feature on the new GX electric. What's more, for AC

traction forklifts, the hydraulics are also AC powered whereas for DC traction, the hydraulics are DC.

These and several other innovations place Godrej GX electric forklifts a generation ahead of the competition. Call your nearest Godrej branch to find out all about what the new GX electric forklifts can do for you.



Godrej *Tuskers* for the heavy work

Over the last few years, we have expanded our lifting capacity envelope by completely re-designing our 12 and 16 tonne forklifts and stretching the range with 20 and 25 tonne capacity models. These forklifts are rated at 1200 mm load center, making them extremely powerful machines compared to most other offerings in the market.

Making full use of our vast experience of building lift trucks for over 50 years to serve a variety of applications and operating environments, we have pushed the envelope to create our biggest forklifts yet, to boost productivity, safety and operator comfort while reducing the total cost of ownership.

The new range of

Godrej high capacity **Tusker** forklifts are designed to serve demanding applications in tough working conditions prevalent in the steel, metals, heavy fabrication, natural stone and concrete industries besides handling heavy goods in ports, railways and transport sectors.

The powerful and well tuned drive train can quickly accelerate the forklift to a top speed of up to 35 kmph depending on the model. Gradient climbing capability exceeds 22% while the high ground clearance allows the forklift to traverse uneven ground with ease.

While imported European powertrains are an option on the



Godrej *Tuskers* for the heavy work

smaller *Tuskers*, they are standard supply on the higher capacity models.

These powertrains include advanced, electronic engines with on-board diagnostics and also guarantee fuel efficiency. Coupling them with an electronic transmission and a heavy duty drive axle with oil immersed multiple disc brakes makes the forklift a delight for power users who need the forklift operating almost round the clock in extreme conditions.

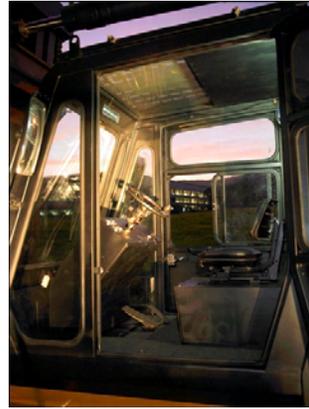
The spacious cabin is designed for excellent all-round visibility and operator comfort.

Side doors and cabin air conditioning / heating are optional.

The rugged mast, built from heavy steel sections and generous overlap of channels, guarantees maximum durability.

The unitized chassis is fabricated from heavy steel plates to provide a stable, strong and robust platform for the various operating systems of the forklift. Well placed, large covers and running boards provide excellent access to all critical areas for servicing and maintenance.

To find out more about our range of *Tusker* forklifts, call your nearest Godrej branch.



A super economical substitute for pallets

It's true that pallets move the world. And most pallets are still made from wood though alternative materials have made their mark in recent years. But pallets have several disadvantages:

- Pallets consume precious natural resources – wood, petroleum, steel
- They occupy much more space than we think
- Empty pallets need handling, storage and transport
- Damaged pallets need repair

A new technology developed in recent years promises to overcome these disadvantages. It is the '*slip-sheet*'. Made from paperboard, plastic or fibreboard, they are pallet sized but comparatively very thin and have significant advantages over pallets:

- Their low thickness allows you to stuff 12-15% more goods in a container compared to using pallets
- 20 times lighter than pallets, slip-sheets can be easily and economically

- handled and transported
- Like pallets, slip-sheets are reusable and recyclable
- Unlike pallets, slip-sheets are not subject to phytosanitary restrictions

All in all, slip-sheets help to conserve natural resources and are super economical. Since they are so thin, goods on slip-sheets need a special attachment to handle them. This hydraulic attachment is called a **push-pull** attachment.



A super economical substitute for pallets

The money saved by using slip-sheets easily off-sets the investment and operating costs of the push-pull attachment. Godrej offers **push-pulls** with the following benefits:

- Designed for better visibility, they help the driver work more productively
- Higher strength and durability to provide ,

years of simple trouble free operation

- Protects both, slip-sheets and your goods, from damage

- Fast, smooth operation with high pull force and low energy consumption

Our Sales Engineers will be happy to receive your enquiries for push-pull attachments and evaluate their utility for your specific operations.



Godrej participates in EXCON 2011

Godrej Material Handling participated in two construction industry trade fairs this year. The first was Bauma Conexpo (BC) India 2011 in February and the second was EXCON 2011 held at the Bangalore International Exhibition Centre from 23rd to 27th November. EXCON is the third largest construction industry

exhibition in Asia and saw over 330 Indian and 200 international exhibitors taking part.

Godrej's 170 sq.m. display included our new 10 tonne diesel forklift, a Merlo telescopic handler, scissors lifts from iTECO and a Godrej personnel lift. Our exhibit received over 250 business visitors during the show.



Godrej participates in India Warehousing & Logistics Show 2011

After the success of the India Warehousing Show 2011 held in NOIDA last April, Godrej also took part in the India Warehousing & Logistics Show 2011 in Ahmedabad. This show was targeted to the rapidly growing industrial belt of Maharashtra, Gujarat and Rajasthan.

Godrej Material Handling

participated along with Godrej Storage Solutions and Godrej EFACEC, occupying the largest exhibit at the show. We displayed a range of our warehouse trucks besides the new Tennant T16 battery powered ride-on scrubber. A Tennant walk behind scrubber and a Godrej personnel lift rounded off the display.



We hope that this issue was of value to you. If you have any queries or questions about our products, feel free to get in touch with us. You can send us your query on the email address below to ask for information or visit our website.

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