

## Bigger and Better MLA Adelaide

In an exciting start to 2015, MLA Holdings is delighted to announce that the South Australian branch moved to a brand new location in February. The new premises are located at 585 South Road, Regency Park, SA, 5010. MLA is looking forward to serving its South Australian customers from this new location with the quality and service that its reputation is built on.

The rapid growth of the MLA and Mitsubishi Forklift brand in South Australia necessitated the move to much larger premises. MLA owns its premises in all other states, and with the lease at the Wingfield site due to expire, it was the right time to purchase new premises in South Australia as well. The move will help MLA address the diverse needs of all its South Australian clients.

Significantly, the new location is in the heart of Adelaide's biggest industrial area and located on one of its busiest roads, providing great exposure. Travis Mickel, MLA State Manager for South Australia is delighted to have made the move to Regency Park. "The convenience of the new location will allow our team to provide exceptional service to all of our current and potential customers. This new site is over 7500 square metres in size, almost four times the size of the Wingfield premises, giving us a great opportunity for growth."

A further advantage of the new location is its close proximity to some of MLA's major South Australian clients. This will allow MLA to accommodate its biggest customers in the best possible means.

Travis Mickel concluded; "It is ultimately our loyal customer base that dictate and allow for such a re-location to happen. We always strive to achieve excellence and deliver outstanding client service. The move to Regency Park will show our valued customers that MLA are here to stay!"



## Ken's Korner

Over the years as our company continued to grow all of our original rented premises have groaned under the strain



of this expansion and it has been necessary to move to bigger premises in all mainland states.

In this newsletter you will read about our new "Bigger and Better" South Australian property. This new purchase finishes something we started 11 years ago. That was to own all our own properties.

First it was Brisbane, then Sydney, Melbourne, Perth and finally Adelaide. All "Bigger and Better", especially designed and set up with modern offices and state of the art Service and Spare Part facilities.

Australia's best and most experienced personnel in our industry are now housed in premises that will enhance their efforts to provide our customers with the very best service.

Ken Rathgen



## New Mitsubishi Products in 2015

2015 promises to be an exciting year for MLA Holdings with the arrival of several new products. After the successful introduction of the brand new FD70NM in late 2014, MLA is pleased to announce the imminent arrival of four new products in 2015, adding to an already impressive range of counterbalance and warehouse forklifts. Due to arrive soon are the SENSIA RB-N2 reach truck, the RBF-CA reach truck, the FD160AN1 Diesel Counterbalance forklift, and the long awaited Pantograph double deep reach truck.

### RBF14-20CA

The new Mitsubishi RBF-CA series reach trucks are very reliable and versatile. RBF-CA is available in 3 capacities, 1,400kg, 1,600kg and 2,000kg with lift height options to 10 metres.

AC lift and drive delivers a smooth, powerful operation and low maintenance costs. A regeneration function charges power back to the battery through plugging, coasting and braking to ensure longer operating cycles from a single charge. Integral side shift is a standard feature of RBF-CA, while steer by wire 360 degrees steering means there is no need for switch back, ensuring effortless steering every time.

A Neutral Safety Feature prevents sudden movement should the accelerator or hydraulics be accidentally activated. Fingertip hydraulic function control allows the operator to comfortably achieve accurate use of all functions.



### SENSIA RB14-25N2

The Mitsubishi SENSIA series reach trucks are an upgrade to the RBN series. Available in 11 different models with a maximum lift height of 13 metres, the new SENSIA reach trucks are generous on space and comfort to ensure operators stay focused, safe and productive at all times.

SENSIA makes operator mounting and dismounting easier and more comfortable through a lower seat position aided by ergonomic hand bars and a wide non-slip step. The adjustable steering console also folds neatly out of the way.

SENSIA has the strength to lift heavier loads to higher heights than other trucks its size, allowing it to operate in smaller aisles and tighter spaces. With 360-degree electric steering and exceptional visibility through the mast, carriage and overhead guard, the operator knows exactly what's going on at all times. Furthermore, the strongest, most stable Mitsubishi has ever made, allowing for accurate work at heights of up to 13 meters!



### Pantograph EDR18N2

The EDR pantograph is the first Mitsubishi double deep reach truck and MLA Holdings is excited to be able to offer this impressive new truck in the Australian market.

EDR pantograph reach trucks are configured to double deep applications to maximise the value of warehouse space. It is by far the most efficient double deep reach truck capable of reaching higher and lifting faster with superior capacity retention. Equipped with sophisticated controls, the EDR enhances the operator's confidence when lifting loads at greater heights.

The EDR series of reach trucks has the ability to run up to two shifts on one battery charge, saving valuable operating time and money. All the major components, software, motors and controllers are designed into one advanced system for better energy efficiency, productivity and speed.

Mitsubishi's pantograph reach truck allows accurate work in double deep racking at heights of up to 11 metres!

These new products embody Mitsubishi's famous quality and reliability and are all expected to be available in Australia exclusively from MLA Holdings during 2015.

Brochures, specifications or more information on all the new products can found on [www.mlaholdings.com.au](http://www.mlaholdings.com.au) or by contacting MLA Holdings on 131 652.



### FD100-160AN1

Available in 5 different capacities ranging from 10 to 16 tonnes, the FD-AN1 Grendia LX series of diesel counterbalance forklifts are built to deliver powerful and efficient performance. They provide high level drivers' comfort, smooth lifting and excellent all round visibility.

These forklifts are fitted with Mitsubishi's Integrated Presence System, which is designed to improve safety by actively detecting problems before they become accidents.

The high-performance Perkins™ 1204E 4.4L engine is engineered for low fuel consumption yet high productivity. The engine features powerfully synchronized dual turbochargers that provide plenty of low-speed torque, allowing for controlled, powerful acceleration.

Mitsubishi offer a large range of options with these forklifts. Operator cabin, air conditioner, various mast types, factory fitted hydraulic attachments and assorted fork types are all available.

## 30 Years and Counting for Andrew Fiske



MLA would like to congratulate Andrew Fiske for being a loyal employee of the company for 30 years!

Andrew is an integral member of both MLA Holdings

and the forklift industry in Victoria.

Andrew started with the company at the Thomastown branch not long after MLA opened for business and has been a valued contributor to the business ever since. His product knowledge is unprecedented and he has been an amazing asset to MLA. For the staff in Melbourne it has always been great for them to start work and be welcomed by Andrew's humor.

Andrew's hard work and dedication as Spare Parts Supervisor over the years has been invaluable and has made a significant contribution to the success of the company. MLA would like to thank Andrew for his continued dedication and wish him the best for the future.

## Welcome back Nasser

MLA is pleased

to welcome back Nasser Rahiman to its head office in NSW. Having spent some time with MLA in 2011, Nasser



now returns as the National Parts & Distribution

Manager. Nasser is highly skilled and experienced in the Materials Handling industry and brings with him over 25 years of experience.

During his early years in the industry Nasser was privileged to be mentored by some really experienced pioneers in the business of spare parts. He has since had a keen interest in different areas of his field. Among his previous employment was a 13 year stint in Singapore as the Asia-Pacific Marketing & Parts Manager for Komatsu Forklifts. MCFs, MLA's parts supplier, are also based in Singapore, thus Nasser's familiarity with the people and culture makes him well suited to the position.

The opportunity to return to MLA Holdings was one Nasser could not pass by. He explains: "I am pleased to be back working with the great team at MLA as the National Parts & Distribution Manager. I look forward to building successful relationships with current and new customers and suppliers on behalf of MLA."

We would like to congratulate Nasser on his new role and wish him the best of luck as he represents MLA Holdings once again.



131 652 [www.mlaholdings.com.au](http://www.mlaholdings.com.au)