

July 2014

All that is going  
on in the world  
of MLA

# MLA's Breaking News

## Kens Korner

During a clean- up of my files at the end of the financial year I found a memo that I had sent to all Managers back in December 1998. Yes! 15 years ago, but I believe its significance is still valid. The practice and implementation of this message will continue to play an important role in MLA's success.

To all staff, keep up the good work.

### INTERNAL MEMO

**TO: ALL MANAGERS**

**FROM: KEN RATHGEN**

**RE: SERVICE**

**DATE: 11/12/98**

*The quality products we sell and the services we provide are never likely to be the cheapest. Consequently, if we are able to be successful, our customers must be able to see the quality of our products and perceive our service to be superior.*

*A leaflet for a training programme put it very well. "The only criteria that count in evaluating service quality are defined by customers".*

*That is: It doesn't matter how good we think our service is, it's nothing unless our customers perceive it as good. It's no good having excuses or explanations for what seems to be poor service. Service must not only be done, it must seem to be done.*

*The leaflet went on to say, "satisfying your customer is no longer enough when your competitors are doing the same. You have to improve your service and work out ways of delighting your own customers so that they perceive a value difference between your service and your competitors."*

*This therefore is your challenge.*

*Firstly, you must discipline yourself to always give your clients the best possible service and then see all your staff have the same attitude.*

*Poor service is unacceptable.*

*Good service is not enough.*

*To succeed and get ahead of competitors we must give superior service at all times to all customers.*

Regards,

Ken Rathgen

Managing Director

■ Mitsubishi Forklift Trucks 2014  
Dealer Management  
Conference

■ Reduce Workplace Injury

■ Mitsubishi Electric Forklifts: -  
Delivering what you need

■ Frank Cullen Remembered



# Mitsubishi Forklift Trucks 2014 Dealer Management Conference

Early June in Singapore is hot and humid. It is also the time and venue for the Mitsubishi Forklift Trucks 2014 Dealer Management Conference, the first opportunity for such a meeting in more than 2 years.

Mitsubishi Forklifts has consistently supported and intensified their presence in Asia, Oceania, and South Africa with all dealerships. This dealer conference was supported by over 30 representatives of dealers from Indonesia, Malaysia, New Zealand, Philippines Singapore, South Africa, Taiwan, Thailand, Pakistan, Myanmar, Vietnam, Hong Kong and Australia.

The conference was opened by MCFS Managing Director Mr Hiroshi Sugawara with a welcoming presentation outlining the corporate structure of Mitsubishi Forklifts and the importance of product development to achieve our future goals.

This was followed with an address by Mitsubishi Forklifts Director and Senior Executive Officer Overseas Sales and Marketing Headquarters, Mr Hitoshi Matsumoto, who

stressed the importance of dealers to the success of our brand. Matsumoto San said "plans to grow the sale of Mitsubishi forklifts rely on dealer backing so Mitsubishi are making every effort to improve equipment sales support for all dealers."

Over the course of the conference many important topics such as the global economy, new product development, parts sales growth strategies and product marketing were also discussed. Significantly dealers were asked to change tactics from just selling a forklift to selling total solutions that satisfies our customer's needs.

The highlight of the conference was the launch of 3 new product ranges; a new 6 & 7 ton range with reduced turning radius and higher retained capacity, a new 10 to 16 ton range of sophisticated forklifts with an extensive option list, and finally a new sit-on reach truck that offers lift height of up to 13 meters. With the success of the conference and the launch of the new ranges the future for Mitsubishi Forklifts is looking bright and exciting.





## Reduce Workplace Injury

Tired of moving material around with a hand pallet jack? Frustrated by not being able to work effectively in confined spaces? Concerned your staff may injure themselves moving heavy pallets? Mitsubishi has the solution!

This Mitsubishi PBP16-20N2 power pallet series has been specifically developed for outstanding performance in challenging environments and to offer a comprehensive solution to safe horizontal movement of pallets.

Mitsubishi has once again incorporated the key features of reliability and operator usability into these power pallet movers. The range consists of 1.6 and 2.0 tonne machines that will cater for all business needs.

They are perfect for fast paced work environments. Changes in technology are always gaining pace, and to stay ahead, Mitsubishi continuously improves the designs and specifications of its products. The PBP16-20N2 is no different, packed with a host of advanced features.

It really is in a class of its own. Its maximum lifting height of 135mm cannot be matched by any other machine in the market. This allows for easy handling on steep ramps and loading docks, even with damaged pallets.

The range delivers where it really matters, reliability, usability and safety. A sealed chassis offers protection against dirt, dust and other particles to reduce wear,

while an oil-filled sealed transmission ensures reliable and quiet operation. The trucks also have a high-efficiency electronic system that features water resistant components for maximum reliability.

As is the case with all Mitsubishi forklift trucks, these power pallet trucks are extremely easy to use. The water resistant features allow for outdoor use in all weather conditions, while the lifting and lowering levers and linked castor wheels ensure easy operation and excellent stability.

The most important of all features is safety. Acceleration, speed and braking characteristics are fully programmable to suit each individual applications needs. When the handle is pulled down all the way, signalling that the operator has fallen, the truck automatically stops. Furthermore, the emergency button stops the machine immediately if and when mishaps occur. For tight turning in confined spaces the truck has a handle-up operation feature making it ideal for use in containers and the back of trucks.

The Power pallet truck series from Mitsubishi are compact and robust, ideal for use in confined situations and harsh environments. These versatile trucks are guaranteed to make light work of transporting loads, in a safe and easy manner for any operator, providing exceptional performance.

# Mitsubishi Electric Forklifts: - Delivering what you need

The Mitsubishi FB-CA series comes with a range of advanced features such as all AC motors providing seamless interaction between the operator and forklift. More powerful functional capabilities are achieved in truck travelling, hydraulic operations and steering.

All Mitsubishi Electric forklifts are now equipped with energy saving regenerative systems designed to conserve battery power and contribute to higher productivity.

## Some other Mitsubishi features include:

- Multiple driving modes: AC power enables the power setting to be selected between eight driving modes, from energy saving "economy" mode to "power" mode, according to the requirements of the application.



- Automatic power off: Power is automatically cut

when the forklift truck is left idle for more than 15 minutes to conserve energy.

- Reduced Cost of Ownership: AC Power allows the elimination of motor brushes and contractors, thereby, reducing the maintenance cost.
- Strong Gradeability: Power delivery to the drive wheels is enhanced enabling the truck to climb slopes easier.

Operator safety and comfort is maximised with features such as mast and travel seatbelt interlock, comfortable operator's compartment and an ergonomically designed operator's seat. Four Wheel Electric Mitsubishi forklift trucks are also comparable to engine powered forklift trucks in performance. These highly adaptable and efficient electric forklift trucks are the result of our company wide commitment to build forklifts that deliver performance with safety and comfort. Indeed, delivering what you need is our obsession.



## Frank Cullen Remembered



It's with great fondness that we remember NSW Senior Area Manager Frank Cullen who passed away recently after battling long term **health problems**. It has been inspiring to see Frank fight through heart bypass surgery and cancer in recent years; however pneumonia has tragically cut short Frank's life at 62 years. Frank has fought illness for a long time with a positive outlook and without complaint, and in true Frank style has even been closing sales from his hospital bed!

Frank started with MLA over 16 years ago in 1998, and had consistently been a contender for our No1 salesman each year. Frank loved working for MLA and enjoyed the thrill of the chase when it came to securing new business. His working legacy will embody the high regard that MLA customers held him in and his unsurpassed record of customer retention. Frank's integrity, consistency and extraordinary customer service focus were the nucleus of these achievements.

Frank and his amazing sense of humour will be sorely missed by all MLA staff and his clients, his loving family and friends, and particularly by his mates from the golf club.