



Aliaxis breaks new ground with **Doosan**

Doosan's national accounts partner, Rushlift, has been named as the preferred supplier to international business group Aliaxis, best known in the UK for the Marley Plumbing and Drainage brand.

The UK's major forklift providers took part in a highly-competitive tender process, hoping to secure orders for more than 100 forklifts over a five-year period.

"We are delighted to have been chosen by the Aliaxis Group, this is a real feather in our cap and a great sign of the strength of both the Doosan brand and our unrivalled support capabilities," says John Chappell, Rushlift sales and marketing director. Rushlift, part of the Specialist Hire Group, worked together with Doosan to secure the initial orders for Aliaxis companies in Woolwich, Kent and Cannock.





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A history of supplying the likes of BA World Cargo, Iron Mountain and Magnet went a long way to demonstrating Rushlift’s credentials. However it was online fleet management, on-site engineers and KPIs based on uptime, first time fix rates and engineer response times that really helped them win the day.

Jim Holloway, UK Purchasing Category Manager for Aliaxis, wanted national support for the varied materials handling requirements of the business and the ability to trial short-term hire trucks.

He says: “Our main aim was to develop a long-lasting partnership with our providers, one that would be strong

enough to meet the whole group’s needs, yet flexible enough to cope with the changes of a business like ours.” Aliaxis Group companies Marley, Hunter Plastics and Glynwed Pipe Systems have all received some of the nearly 70 trucks delivered so far, as the deal rolls out across the country.

John Chappell concludes: “Previously large deals like this would only be possible if operations in each part of the UK were of similar type. Now, with developments in forklift design, our strong financial arrangements, online management of equipment and a national network of service personnel, we can bring the benefits of larger fleet deals to multiple groups of companies. It really is a sign of things to come.”

