

July 2017

DEALER DIGEST



Summer is here & things are hotting up!



With the sun shining, the nights getting lighter and everyone is upbeat, it must mean one thing; Summer is officially here. This certainly applies to our business with some positive strides being taken over the last quarter.

We are happy to announce we have agreed a renewal of the distributor agreement with Hangcha. This allows us to plan for future developments and build on our recent success, which has seen us pass a symbolic milestone by delivering our 1000th truck for HC-UK.

What's more, we have launched a brand new website to further support our dealer network, whilst also receiving a fantastic response from dealers regarding our trucks, which has reflected in our sales performance.

Steve & Ben

HC-UK launch new website

After months of hard work behind the scenes, we are extremely pleased to announce that the new HC-Forklifts-UK website has been officially launched!

After listening to feedback from our dealers, we decided that a new website should be at the top of our list this year, in order to help with communication. We have worked with a local website company, E-limelight, to design something which we hope you will like.

The new website features our complete product range and provide you with a platform to access our latest videos and brochures. You will also be able to enquire about specific trucks and find out the latest news at the click of a button.

[Visit our new website now!](#)



Product launch: A-series Reach Truck



HC-Forklift's-UK are adding a brand new product to their portfolio: the new A-series Reach truck.

With towing capabilities of up to 2,000kg, the A-Series 1.2-2.0t Reach Truck offers maximum performance when loading, unloading, handling and stacking in warehouses. The driving wheel can turn through 360° and can travel in any direction with pinpoint accuracy, making it perfectly suited to working in confined spaces.

Cutting edge technologies

With industry leading MOSFET integrated controller technologies guarantees smooth and accurate driving, steering and lifting as well as powerful acceleration. With regenerative braking, reverse braking and anti-slip functionalities it offers a more efficient and safer operation. The LCD screen can display the steering angle and direction synchronously

Meet the team – John Maynard

We caught up with HC-Forklifts-UK technical Engineer, John Maynard.

1. How long have you worked at HC-UK? **5 years**
2. What does your day to day role involve? **Checking up and maintaining HC-UK Forklifts ensuring they are up to standard**
3. Where did you work prior to joining HC-UK? **I worked with my dad at a car body repair centre**
4. What do you like to do outside of work? **Drag racing and working on my customised Mitsubishi FTO**
5. Do you have any interesting/unusual facts about yourself? **In 1995 I came runner up in the FIA European Pro Stock Drag racing Championship.**



Selkirk take order of 16 HC-UK lift trucks



Selkirk have just taken order of 16 brand new HC-UK forklifts. The forklifts, which include the XF-25, XF-30 and XF-35, all had factory fitted all weather cabs, so they can be used outside throughout the whole year.

Steve Young, HC-Forklifts-UK Regional Sales Manager said: "Selkirk are one of HC-Forklift-UK's best performing dealers. Within the last 12 months they have sold a total of 26 lift trucks. Ultimately, this shows the amount of confidence they have in the HC equipment and as always we thank them for their continued support."

HC-UK advertise in leading publication

HC-Forklifts-UK have recently placed an advert in Warehouse and Logistics News. The national publication, which has over 15,000 readers nationwide, is considered to be one of the top publications in the industry. The advert went into the June publication and we have also committed to another advertorial in September. We feel that this is one of the best avenues available to us as we continue promote the business on your behalf.



**Warehouse
& Logistics News**

Click [here](#) to see the advert (Page 19)

Who are Hangcha?



[Watch video](#)

Established in 1956, Hangcha have now established themselves as one of the world's leading forklift suppliers, producing over 100,000 units per annum at one of the largest forklift factory's in the world. HC-Forklift's-UK are just one of 70 distributors of Hangcha across the world.

Want to find out more about one of the world's largest materials handling distributors?

XF-30 performs strongly at Construction Lines

Last month we paid a visit to Construction Lines. The Nottingham based builders merchants invited us over to take a number of photos of their HC-UK forklifts in action. On what was a very hot day, It was great to see HC-UK's reliable and robust Diesel CB XF-30 in action, moving blocks and pipes around the yard at ease. Even more importantly, the truck received some fantastic feedback from the drivers! You can see some of the photos from the day on our website.

If you have a customer who would be willing to allow us to take photos of their HC-Forklifts-UK trucks, please get in touch!



HC-UK boosted by new factory

A new Hangcha factory dedicated to producing electric trucks will further boost the capability of HC Forklifts UK to serve customers focusing on maximising efficiency and reducing environmental impact.

Hangcha's state-of-the-art production facility in China is already impressive – it's the size of 57 football pitches and produces more than 100,000 units every year.

Its new plant in Zhejiang Province, due to be completed by the end of this year, will boost the company's production capabilities further.



HC-Forklifts-UK Dealer Manager, Ben Afford said "We have seen a real growth in interest for electric trucks as environmental considerations are becoming more and more important to our customers, as well as an ongoing demand for efficiency."

"The new factory will only increase our ability to provide competitively priced, quality materials handling equipment."

We want to hear from you!



Calling all HC-Forklifts-UK dealers! Do you have any interesting news that you'd like to share with us? If so, please contact our Marketing Manager, Liam Clamp, who will be able to include it in our next newsletter. It's the perfect opportunity to promote your company!

Submit your news to: Liam.clamp@impact-handling.com