

Tieman expands Dhollandia range Down Under

Running a recent series of information sessions on their expanded range of Dhollandia tail lifts, sole Australian distributor - Tieman, say the three-day event proved very successful with many major transport figureheads attending the presentation and demonstration days in November.

Johny Jonckheere, Dhollandia's International Sales Manager, visited Australia to meet with Tieman staff and customers alike, and to speak at the information sessions that officially launched Dhollandia's expanded local product line-up to Australia.

Johny explained how the Belgium-based company evolved from being primarily an agricultural equipment manufacturer back in 1968, when the company was founded, to moving into power tail lifts in 1971 and ultimately expanding to become one of the world's leading names in tail lifts.

Johny described the growth of Dhollandia as astounding. In 1985 the company was producing around 1000 lifts a year. By 1988 this figure had expanded to 8000 units a year and production is currently running at around 35,000 units a year. To date, over 250,000 Dhollandia tail lifts have been produced.

Johny also pointed out that the company continues to expand its international markets, which currently comprises approximately 50 countries around the world. Highlighting the company's approach to innovation, Johny said they were one of the few manufacturers who took the time to develop equipment for specialised applications.

Today, specialist application lifts still form a key part of Dhollandia's business and comprises one of the company's seven basic product groups, the other six being



Back row from left: David Dormer, Tail Lift Sales Executive NSW; Johny Jonckheere, Dhollandia's International Sales Manager; Steve Hetherington, Tail Lift Sales Manager VIC; Ross Groundwater, Lift Sales Executive QLD.
Front row from left: David Freeman, National Tail Lift Sales Manager; Andrew Tieman, Tail Lift Sales Executive VIC.

van lifts, cantilever lifts, slider lifts, tuck-away lifts, column lifts and passenger lifts.

"Service is extremely important to us. In Europe we service about 30 countries and in half of these we directly control the service. In the other 16 or so European countries, we have good agents who have a complete service network."

"Actually, outstanding service was one of the reasons why Dhollandia went with Tie-

man in Australia," he said.

Tieman recently announced it would be releasing an expanded Dhollandia range that would include a tail lift that can be used as both a cantilever lift and a slider lift to give added operational flexibility.

**Tieman is currently offering a great special on its Dhollandia RC Tuck-away tail lift. See Marketplace Magazine page 17 for details.*



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