



BRIGGS MAKES SWIFT DELIVERY TO CARAVAN MANUFACTURER

Customer:
Swift Group

Application:
Manufacturing

Brand:
Hyster, Combilift, Kaup

Products:
H4.5FT-6, H3.5FT, H2.0FTS, C4500SL

“Briggs Equipment understands our business. By helping us to restructure our fleet with machines specified for our operation, tailoring the contract to our particular requirements and providing us with a high level of service support. Briggs plays a key role in ensuring we can satisfy future demands on our materials handling resource while also reducing our operational costs.”

Graham Jacobs,
Facilities Manager,
Swift Group

Briggs Equipment has helped the country's leading manufacturer of touring caravans, motorhomes and holiday homes improve its materials handling capabilities by updating its equipment fleet.

Swift Group has taken delivery of 20 Hyster counterbalanced forklift trucks plus a Combilift sideloader and six Kaup rotators. This mix of machines offers a degree of flexibility and an improvement in productivity that will help to accommodate the company's changing business needs.

Leigh Edgley, Sales Director at Briggs Equipment, said: “This is an important new contract for us. We're delighted to be developing our partnership with Swift Group by providing a materials handling solution that will add value to its business, both in terms of improved productivity and cost savings.”

The Hyster equipment comprises tough, fuel efficient H4.5FT-6 forklifts plus the highly popular H3.5FT and the compact H2.0FTS trucks. Configured as Fortens Advance models, the trucks have been specified with the Yanmar 2.6 litre diesel engine matched to a one-speed DuraMatch™ transmission – which manages truck deceleration and direction changes to help extend brake and tyre life and prevent transmission wear – and hydraulic mini levers. Swift Group's truck operators are also set to benefit from a number of key features, including auto deceleration, controlled power reversal and improved visibility.

With a capacity for manoeuvrability in four directions, the CombiLift C4500SL will improve Swift Groups' ability to handle longer and heavier loads, while the Kaup ladle rippers will be rotated around the forklift fleet to maximise productivity and flexibility.



Briggs secured the service contract for Swift Group's owned fleet of machines a few years ago and the equipment and engineering services provider's regional service team played an important role in securing this new deal.

Posting a Briggs resident engineer on site ensured that production uptime was maintained and, as a result, Briggs was able to demonstrate its full capabilities, leaving the company well-placed to tender for the business when Swift Group decided to replace its fleet. The new equipment contract has been tailored to the customer's exact needs and includes a service level agreement to meet Swift Group's servicing and maintenance requirements.

Perhaps best known for Swift Touring Caravans, the last decade has seen the company grown from a single brand to a multi brand operation encompassing Sterling, Sprite, Bessacarr, Escape and Autocruise, whilst also manufacturing prestigious holiday homes. Swift Group celebrated its 50th anniversary in 2014 and won the Manufacturers of New Caravans accolade in the 2016 Practical Caravan Owner Satisfaction Awards.

Graham Jacobs, Facilities Manager at Swift Group, said: "Briggs Equipment understands our business. By helping us to restructure our fleet with machines specified for our operation, tailoring the contract to our particular requirements and providing us with a high level of service support, Briggs plays a key role in ensuring we can satisfy future demands on our materials handling resource while also reducing our operational costs."

All of the forklifts supplied by Briggs Equipment to Swift Group display a customised logo incorporating the union flag, which represents Swift and Hyster as leading UK manufacturers. Conveying the message that both companies produce innovating, well-designed products that are constructed to the highest standards and provide outstanding value for money, the logo reinforces the fact that Swift and Hyster are proud of their achievements.



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