



Tieman's tail lift an innovative solution

AFTER BEING MODIFIED TO SUIT ITS SPECIFIC NEEDS, WOOLWORTHS HAS CHOSEN TAIL LIFTS FROM TIEMAN ON THE LATEST ADDITIONS TO ITS FLEET IN SOUTH AUSTRALIA.

It is becoming increasingly evident that as transport operators become more sophisticated in the way they work, tail lift suppliers are faced with more complex questions, not only about product function and features but also about customised solutions for very specific applications. Recently Woolworths added to its fleet in South Australia and chose D Hollandia SSU2500 slider tail lifts from Tieman. Woolworths placed considerable emphasis on a safe system of work particular to their operation that extends well beyond the standard product features. In response, Tieman has made various modifications to meet Woolworths stringent requirements and expectations.

"Whilst it can easily be argued that Woolworths are at the cutting edge of

safety and take it very seriously, it also shows a change in customer expectation. Suppliers need to be able to work closely with customers to understand their method of operation and affect customisation to meet specific needs," says General Manager of Tieman Industries Marcel Wynn. "No employer wants their employees to be injured on the job and companies such as Woolworths are leading the charge to the extent that they closely review how the work is done, analysing the risks and then addressing both product design and training to ensure a safe and efficient method of operation."

Asked about Tieman's approach to this very demanding issue, Marcel states, "55 years company experience, local engineering and the manufacturing capacity with National

State Branch and Service representation mean that we have the ability to respond and adapt products to our client's needs. It is no longer enough to just sell the product; our staff recognise that customers expect us to understand how they operate and to provide advice and solutions which can often require very specific individual modifications and significant engineering support. Having the largest range of tail lifts to draw upon and making it easier to find a solution for customers is also important." Tieman has been steadily increasing its tail lift product offering and adapting to changes within the market place. With a complete range of steel and aluminium tail lifts for almost all types of vehicles, Tieman continues to be a market leader. "Having brought D Hollandia, Europe's leading brand



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of tail lifts to Australia about four years ago, we have been very impressed with their ongoing innovation, reliability, strength and quality. D Hollandia have also been very interested in the Australian market and have worked with us closely on the range of products we offer as they have many specification options to suit virtually every vehicle. And, if the standard options aren't enough, then they can even custom build as they did for Woolworths. Marcel adds, "We certainly listen far more closely to our customers these days and use their knowledge to leverage our experience and provide better solutions. We welcome the hard questions about difficult applications as it makes us a better supplier."

Tieman Industries can be contacted on 1300 Tieman or directly via its state offices listed at www.tieman.com.au.

Contact

Tieman Industries Pty Ltd
180-186 Northbourne Road
Campbellfield VIC 3061
Ph: 03 8365 9322
Fax: 03 9308 5032
Web: www.tieman.com.au



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