

# REINFORCING THE REPUTATION SWINGLIFT REINVIGORATED



Photos: Supplied, Simon Vincent, the late Stu Barnes Collection

*New Zealand's Patchell Group, who manufactures the Swinglift Sideloader range of products, is on the charge as the company strives to build on its already powerful reputation. The company is looking to expand its presence across the country, but one of its major focuses at present is on growing its Swinglifts presence in the South Island.*

To expedite the process, the company has taken the initiative in teaming up with specialist heavy vehicle repairers Heavy Diesel Parts and Services (HDPS) to offer a full parts, service and support operation in the South Island's largest business centre, Christchurch.

Mark Janssen who has recently returned to Patchell's in the Sales and Marketing role with Swinglift has been spearheading the charge.

"We're keen to grow the South Island business," Mark says. "The container handling part of the business, Swinglift and skeletal trailers, is where Patchell see the best opportunity for growth." Mark points out that the company already has a great reputation down south being well recognised for its renowned logging gear and, since 2005, for its stainless steel tankers and the Swinglift Sideloader products.

Customers have been telling us for some time that they know Patchell makes good gear but they also bemoaned the fact that Swinglift was not fully supported in the South Island.

This has been the impetus for expanding its South Island business with the support of their service partners HDPS.

"We've listened to the people and have given them what they want," says Mark, "and we're going to build on that. I know that the South Island gets left behind sometimes, and I am going to work with Patchell to change that for our business."

New Zealand is not that big, it is important that South Island Swinglift business is recognised and given the attention it deserves.

As the largest population and industrial base in the South Island, Christchurch is the ideal focus for the container handling side of the business.

To get the ball rolling, Mark made a number of trips to the South Island looking for suitable companies to partner Swinglift. HDPS has turned out to be the right fit with branches in Christchurch and Timaru, another busy container port.

The companies have considerable similarities according to Mark. Both are

family owned with similar values around quality and the way they go about their business. "This is a win win partnership that offers new opportunities for all," he says.

HDPS joint Managing Director Robin Bertacco said that it was an easy fit with their existing business as they had the right mix of staff and experience to ensure they could provide a quality service for the product. HDPS already represents a number of quality brands and Patchell Swinglift sits comfortably alongside these brands as a quality product from a well-respected NZ manufacturing company with a proven track record.

"Business is all about relationships and HDPS is now an integral part of that relationship," says Mark.

He says HDPS will carry most necessary service parts, otherwise anything urgent will be couriered to Christchurch overnight.

"Our emphasis will be on supporting HDPS so they can deliver a great service to their customers and owners of Swinglift products. They run a pretty good ship so this will just be an extension of what they already do.

"We're really fortunate that not only do HDPS have a great name for excellent



L-R Robin Bertacco, Jim Gartens, Mark Janssen and Brent Whibley



The firm's tradition lattice design



An early 20' container lifter



The first 40' container lifter

service they also have several engineers in their team that have 20 and 30 years' experience working with side loaders. They were a real draw card for us, because they know side loaders inside out.

"At the end of the day we have enhanced our ability to provide transport companies in the South Island with a premium product that is backed by good service.

"Swinglift is a well-known brand designed and built in New Zealand by Patchell, a family business well respected for producing quality Transport equipment. We are serious about our goal in establishing Swinglift as New Zealand's premium side loader of choice."

"We're in for exciting times," Mark concludes.

## A HISTORY OF INNOVATION

The first Swinglift was designed and built in 1968 by a New Zealand engineer, Rob Wynyard. The first truck mounted Swinglift was manufactured for 10' rail containers and this was later modified to accommodate 15' Sea Freighters.

In 1976 the first road legal 20' container side loader in Australasia was introduced. It was able to lift 20' containers and had a lift capacity of 20 tonne. These truck mounted units were noteworthy for being the first to utilise the newly introduced super single tyres on the front axles.

The next major innovation arrived in 1990 with the release of the SL4020, the first 40'/20' container side loader in Australasia capable of carrying 40' containers. The lift capacity was increased to 35 tonne and the side loader featured the all new 'Leg-Over' stabilisers and hydraulic cylinders for moving the crane modules.

1994 brought about the development of the HC4020 model to cope with the new 9'6" containers.

In 2005 Swinglift was acquired and integrated into the Patchell group of companies. The business was moved to Rotorua which offered the firm the ability to apply well proven production methods from the log transport and container transport sides of the expanded operation. Swinglift have used the benefits of an in house design team to add additional container lifting solutions to its stable.

Container handling innovations since have included truck or trailer mounted models, a 3-arm Trilifter for light or empty

containers, demountable options, double stackers, 'Dual Carriage' models and the choice of their proven 'Leg-Over' or dagger leg stabiliser options.

Swinglift established an Australian subsidiary in 2007 and has since become the preferred container side loader choice for several large Australian transport companies.

## KIWI BUILT THE ONLY WAY TO GO

Swinglift is the only container side loader wholly designed and built in New Zealand for New Zealand conditions. The inline functionality of the "Leg Over" stabiliser leg and lifting arms is unique to Swinglift and reduces tare, making the inline I Beam model the lightest tare side loader on the New Zealand market.

Safety is paramount in the design and engineering with the company only using quality steel, componentry and materials. All design work is carried out by a skilled team using finite analysis to ensure Swinglift is at the cutting edge of development and performance. ROR's CS9 suspension is fitted to the tri axle trailers and BPW for the quad trailers, however customer choice is always an option. **SW**