

Impact Handling
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IMPACT HANDLING EXPANDS INTO THE SOUTH WEST

Impact Handling is expanding into the South West following its acquisition of Melksham-based Western Mechanical Handling, one of its strategic dealer partners.

The deal is a key part of Impact Handling's strategy to maximise its geographic footprint as the sole distributor for Cat® Lift Trucks in the UK and Ireland.

The new site in Wiltshire is the 11th Impact Handling depot and follows the acquisition of Birmingham-based materials handling company, Abex, in 2013. Impact Handling also opened a brand new depot in Manchester at the start of 2013.

Terry Kendrew, Managing Director of Impact Handling says: "The South West is a strategically key growth area for us and we are delighted to be enhancing our presence through such a highly regarded team. By absorbing Western Mechanical Handling into our network we are strengthening our proposition to customers and are well on our way to providing 100 per cent coverage of the UK."

Western Mechanical Handling, which was established more than 30 years ago, will continue to trade under its strong local name. The company approached Impact Handling with the opportunity to buy it after two of the three major shareholders – Roger Bolton and Elaine Woodcock – announced their retirement. The third shareholder, Karen Law, will remain with the business, as will all of Western Mechanical Handling's staff.

Commenting on the acquisition, Bolton explains: "We'd had approaches from other companies in the past, but it was a completely different story with Impact Handling. They wanted to buy us lock, stock and barrel – safeguarding jobs and ensuring product consistency for our loyal customers, many of which have operated Cat® lift trucks for the last 20 years. Put simply, we wouldn't have it any other way."

As part of the acquisition, Western customers will benefit from access to the full Impact Handling short term hire fleet and the company's parts store will also merge with Impact Handling's, allowing faster access to a wider range of original equipment and all-makes spares.

Kendrew adds: “Our sole focus throughout the acquisition process has been to deliver a positive customer experience. We’ve ensured that customers will still deal with the same Western staff they know, and from the same location.

“At the same time we’re confident they’ll start to see the natural benefits which come from being part of a much larger business, with greater resources, an expanded product range and direct links to the Cat Lift Trucks factory.”

Alongside offering the complete range of Cat® lift trucks and warehouse machines, Western Mechanical Handling will be able to offer Impact Handling’s full line of complementary products, making it a true ‘one-stop-shop’ for customers. This includes Kone and Carer heavy-duty forklifts, Mafi distribution tractors, sideloaders, industrial cleaning and access equipment.

For more information about Impact Handling visit www.impact-handling.com.

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About Impact Handling

Established in 1985, Impact Handling is wholly owned by Eqstra Holdings and is the sole distributor for Cat® Lift Trucks for the whole of the UK and Ireland. Impact Handling is also an agent for some of the world’s best known materials handling brands; ranging from forklift and warehouse equipment, heavy duty lift trucks, long load handling, side loaders, articulated trucks, access equipment and cranes which makes up a full complement of materials handling equipment. As one of the UK’s largest independent materials handling companies, Impact Handling operates from 11 locations and has more than 250 employees, including in excess of 150 service engineers. It operates a combined fleet of more than 5,000 rental units, plus supports 2,000 customer-owned machines and 2,000 used assets.

Note to editor: For press information contact James Keeler at Garnett Keeler PR on 020 8647 4467. Please note colour separation enquiries will be processed by email only – send all requests to sep@garnettkeeler.com

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