

## THE EAGLE HAS LANDED FOR PACIFIC HOISTS NOVEMBER 2009

Pacific Hoists, a market leader in the lifting and materials handling industries, has pulled off a major coup by being appointed exclusive distributor for EaglePro hydraulic lifting equipment in Australia and NZ.



Richard Crake, the chairman and CEO of Pacific Hoists recently signed a deal with Tongli Industrial Co Ltd and Government officials in China to secure the rights to the exclusive range of EaglePro products.

“Our company has been working for almost two years to land this”, said Crake.

The agreement received widespread coverage in the Chinese media, including local Chinese television.

Established in 1996, Tongli Industrial Co is one of China’s leading manufacturers and exporters of professional lifting equipment and industrial hydraulics. Tongli Industrial Co is located in Hangzhou, Zhejiang Province, China. The company employs more than 300 workers and 20 engineers, supplying mainly the US, European and Japanese markets.

The versatile EaglePro range is unique to the Australasian market and is ideal for a wide variety of industrial and construction applications. The equipment can be used for the lifting or maneuvering of large items, including bridge components, major construction, heavy machinery, road slabs, railway lines, shipbuilding and many manufacturing applications.

The long-term agreement with China will be of great benefit to Pacific Hoists and its long list of clients, says Crake.



“With EaglePro products we can now cover the full lifting market,” he says.

“This hydraulic lifting equipment completes a full circle in our range including manual, electric, pneumatic and hydraulic lifting equipment.

“We have filled a strategic gap in the lifting market.”

The EaglePro brand is fast growing and respected in Europe and the US and is expected to be well received by Australian industry.

Pacific Hoists is now in the process of working with its key distributors to roll out EaglePro throughout Australia and New Zealand, Service and repair centres are established at strategic locations – including Sydney, Brisbane and Perth and Auckland.

“It’s crucial to provide a complete warranty and back-up service for our clients,” says Crake.

Pacific Hoists now has a number of Ford Transit demonstration vans on the road giving clients and potential clients a display and demonstration of the new EaglePro hydraulic equipment. Full product training for distributors is also provided.

Founded in 1976, Pacific Hoists is a privately-owned Australian family business. The company is probably best known in Australia for its large range of hoists including international brand leaders Hitachi, JD Neuhaus, and Vital. Pacific Hoists is recognised throughout Australia for its commitment to quality, services and its commitment to customers.

Based at Seven Hills in Western Sydney, the company also has offices and warehouses in Queensland, Western Australia and NZ. Pacific Hoists has a dedicated national team of sales and management personnel covering all states and geographies in Australia and New Zealand.

All Pacific lifting equipment is designed and manufactured to conform to Australian and international standards (where available).

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