

NEWS

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Release date: June 2021

HEADLINE:

Impact delivers responsive support as customers look to the future

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Against the backdrop of extreme economic uncertainty, the last year has seen accelerated change forced onto many businesses.

Fortunately, at least for those with lift truck fleets, Impact Handling, the leading premium material handling specialist, has remained committed to making that change a leap for the better, offering its growing number of customers a responsive alternative that is truly fit for the future.

"Most companies have experienced significant challenges as a result of the pandemic – even those whose businesses have performed well have had to deal with their own share of supply chain and human resource issues." Terry Kendrew, Managing Director at Impact Handling notes. "So, it is no surprise that for many this has left all but the most immediately pressing areas of their business treading water."

Impact has, however, started to see a change in customer outlook and the first signs of a renewed confidence. Customers are now beginning to turn their attention back to the role their material handling fleet and supplier can play in helping to build a more operationally efficient future.

"The last year really has shone a spotlight on the role the material handling supplier plays in the smooth running of a customer's fleet. Companies have needed to respond dynamically as changes have happened, and that has in turn demanded their handling suppliers respond. I am extremely proud of the way the team here at Impact has risen to that and been there for our customers." Mr Kendrew comments.

It is not only the Impact team who have responded well to the recent challenges. Impact's ongoing focus on flexibility across its entire offering has also proved of great value to its customers over the last twelve months, as Mr Kendrew goes on to explain.

"At Impact, we don't sell a fixed solution, instead we focus on getting all the basic elements right – our product offering, our service support and our financing solutions. We then build an equipment and ongoing support package that is exactly the right fit for each individual customer, at all times responsive, flexible and efficient."

We can handle it.

Impact's responsiveness has been underpinned and made possible by a strong commitment from the business, which has included significant investment in a comprehensive UK-held inventory of new machines and key service parts, which covers all core equipment ranges.

The extensive parts inventory is further supported by a fast-track ordering and dispatch system that is fully integrated with Impact's manufacturer-trained and equipped service engineering teams, who are able to deliver rapid response nationwide via Impact's local depot locations.

Additionally, customers have access to an extensive short-term rental and used equipment fleet which is available for immediate deployment.

Customers also benefit from access to an entirely flexible mix of purchasing models. Meaning they may combine outright purchase, long term hire and short-term rental for any combination of machines within their fleet, including refurbished equipment. They may even change their mix of purchasing model during their contract period.

Recent examples of customers taking advantage of this unique purchasing flexibility have seen Impact buying customer-owned machines and re-hiring back to them on a long-term rental basis, something Impact can even offer on equipment from other suppliers. This remarkable flexibility gives customers the ability to align their fleets with their business's changing financial priorities.

Despite the pandemic, equipment innovation has continued at a pace across Impact's premium brand portfolio, with the handling specialist seeing a recent surge in demand for Cat® Lift Trucks' latest Tier 5 diesel machines, as well as a general broadening of interest in Lithium-ion power across all equipment types.

To support the demand, Impact has recently introduced a range of Lithium-ion powered lift trucks which have been entirely designed and built around the latest battery technology and, as a result, are able to deliver market-leading value as well as performance.

While it is yet to be seen what the new normal will look like, or when it will fully arrive, Impact Handling is working hard to ensure it is ready, willing and able to provide exactly the right kind of responsive support that its customers will need, no matter where the future takes them.

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