



# All Lift Forklifts business profile

---

## Table of contents

Type of rental business and locations .....	1
Brief history .....	2
Services, products offered .....	3
Hire fleet.....	3
Servicing .....	3
Sales .....	3
Training .....	4
Staff numbers and structure .....	5
Customer types.....	6
Key performance indicators used and why.....	7
Customer testimonials .....	8
Future growth plans .....	10
Community Involvement .....	11
Procedures in place .....	12
Workplace Health & Safety .....	12
Quality Assurance .....	12
Customer service .....	12
Human Resources .....	12
IT .....	12
“Why we are the best” .....	13



## Type of rental business and locations

All Lift Forklifts is a plant machinery hire company with equipment for a range of industries. The hire fleet includes:

- LPG / petrol / diesel / electric forklifts
- Rough terrain forklifts
- Telehandlers
- Material lifts
- Man lifts
- Scissor lifts
- Boom lifts
- Bobcats
- Operator training & forklift licensing
- Attachments
  - Forklift slippers
  - Slip-on jib attachments
  - Jib attachments
  - 360 degree fork rotators
  - EWP man cage
  - Container ramps
  - Bobcat forks
  - Alloy ramps
  - Levelling bars

All Lift Forklifts is located in the following locations:

- Rydalmere, NSW
- Coburg North, Victoria



## Brief history

All Lift Forklifts began operating May 1998 specialising in the hire of 1.5 tonne to 2.5 tonne LPG and electric forklifts. Seventeen years later we have more than 500 units and 15 staff. We now handle all types of forklifts and access gear while specialising in rough terrain units, such as telescopic handlers and Manitou Buggies. All plant machinery servicing and repairs are completed on site or in our fully equipped workshop while the All Lift Forklifts 13 tonne tilt tray service is available in Sydney 24/7.



## Services, products offered

All Lift Forklifts has one of Sydney's largest range of machines that meet all work safety requirements, powered by LPG, petrol, diesel and electric.

### Hire fleet

- 1.8 tonne – 12.5 tonne forklifts for sealed surface and rough terrain lifting needs
- All terrain telescopic handlers (telehandlers) to lift, carry and elevate loads on any surface
- Bobcats for earth moving requirements
- Boom lifts for difficult to reach areas
- Scissor lifts for indoor, outdoor and all-terrain use

A number of attachments and modifications can be provided to suit specific needs, including:

- 360 degree hydraulic fork rotators
- EWP man cages for working safely at heights
- Fork slippers to increase the length of tines
- Jib attachments generally used on all terrain telehandlers
- Slip on jib attachments for craning purposes on forklifts
- Container ramps for unloading containers
- Street sweepers and buckets for telehandlers

### Servicing

All Lift Forklifts has a number of on road mechanics available to service and maintain the fleet and provide retail servicing. The fully equipped workshop is utilised for all major repairs and rebuilds that cannot be completed on site.

### Sales

The All Lift Forklifts sales team constantly updates the hire fleet so the majority of machines are under 5 years old. The sales department stocks between 20 and 40 used and trade in units which are checked / serviced and made available for purchase to new and existing customers.



## Training

All Lift Forklifts also offers a number of training and licensing options. Our fully accredited trainers are experienced in providing the skills, knowledge and certifications required to operate a range of plant machinery, including:

- 1.8 tonne - 12 tonne forklifts
- All terrain telescopic handlers
- Scissor lifts and man lifts

Our training modules can be carried out at our training facility in Rydalmere or on site and include:

### **LF (forklift) licence**

This module will provide training necessary to operate a forklift truck safely and is valid for 5 years from date of issue.

### **EWPA trained operator (yellow card)**

The EWPA yellow card module will provide training in the safe use of various types of elevated work platforms (11 metres and under).

### **Telehandler (gold card)**

This module will provide training to operate a telescopic handler.



## Staff numbers and structure

All Lift Forklifts currently has a total of 15 employees.

Being a medium sized independent hire company with a small team of hire professionals, All Lift Forklifts provides flexibility and expertise on a personal level with all customers. The size of the company means every customer is valuable and never lost in the system.

The Managing Director oversees big picture decisions and strategy and works closely with the sales and marketing departments. The Business Development Manager coordinates the sales team.

The service manager coordinates service technicians on the road and directs the workshop foreman who in turn oversees the workshop mechanics.



## Customer types

All Lift Forklifts has experience dealing with customers from a range of industries, including:

- Building and construction
- Retail and commercial
- Industrial and manufacturing
- Refiners and smelters
- Mining and resources
- Road and rail
- Entertainment and events
- Film and television

All Lift Forklifts has a number of customers throughout Australia. Some include:

- ADCO Constructions
- Parchem Construction Supplies Pty Ltd
- CityWide Civil Engineering Pty Ltd
- Commercial Plant Hire
- D & D Technologies Pty Ltd
- Emeco International Pty Ltd
- Ganellen Pty Ltd
- ...and many more



## Key performance indicators used and why

Our key performance indicators are based on monthly revenue compared with previous and record months.

Weekly stock take provides a benchmark of how many machines are out on hire and what types of machines are in demand.

The total sum of live contracts (machines currently on hire).

New customers signed by individual hire specialists.



## Customer testimonials

Please see testimonials from a few of our satisfied customers below.

*"Matt came to visit me on site looking well-presented and well equipped with the information I needed for my hire. Delivering a brand new machine, on time and at the best rate, there was no room for complaints."*

Davis Jennings  
General Forman

Taylor Construction Group Pty Ltd

*"All Lift Forklifts customer service is professional and efficient."*

Evan Graves  
Project Manager

Grindley Construction

*"They provide the best quality machines at such a competitive rate. If we have an issue (which is rare) the All Lift team is there to get us back on track in no time."*

Glen Burley  
Project Manager

A W Edwards Pty Limited



*"All Lift Forklifts have been associated with Direct Couriers for more than seven years.*

*Initially our dealings and relationship was with Bruce Kretchmer but over the years his son Dean has taken over the day to day running of the business.*

*We explained to Bruce at the time of selling our forklifts and moving to a rental model that we were concerned about giving up a long standing relationship with a previous supplier.*

*Bruce ensured us that the All Lift Forklifts team would manage every aspect of our forklift needs and over the years I can comfortably say that these words were very true. Not only did we sell all our forklifts to Bruce and Dean they also quoted and won work for more rentals in some of our other states.*

*Their after sales service has been fantastic and when we have had an issue with different units they are very quick to fix, repair or even offer alternative solutions if needed.*

*This model has worked for Direct Couriers and All Lift Forklifts have certainly helped in the cause."*

Barry Reichman  
Director

Direct Couriers

*"The All Lift Forklifts team have been a great support to Prime Build. In the retail refurbishment industry, reliability, punctuality and professionalism is of the utmost importance. Dean Kretchmer's team demonstrate these attributes on every transaction. Their willingness to work with our site teams, offer competitive pricing and customer focussed service has elevated this family owned business to be our supplier of choice for all access and lift equipment."*

Dean Willemsen  
General Manager

PrimeBuild



## Future growth plans

Future plans for All Lift Forklifts include:

- Becoming the main supplier of all terrain forklifts and telescopic handlers in the NSW and Victorian plant hire industry.
- Enjoy a greater market share of the access equipment hire market as we expand our fleet.
- Increased presence in Victoria.
- Larger premises should we keep growing at the same rate.
- Expanding our sales department for used forklifts.



## Community Involvement

All Lift Forklifts supports entry level motor cross racing with the All Lift Forklifts motor cross development racing team.



## Procedures in place

All Lift Forklifts is always adapting procedures and processes to be above industry standard. Areas we constantly maintain and update include:

### Workplace Health & Safety

We pride ourselves on having a safe and efficient working environment. All employees are provided with new safety equipment every 12 months and the workshop is fitted with safety devices, first aid kits and emergency exit plans. Unsafe work methods are prevented through safe work practises and regular training.

### Quality Assurance

The workshop foreman assesses all machines before they leave our workshop. His experience and sharp eye ensure every item of plant machinery hire meets industry standards, is 100% safe to use and contains all required documentation (e.g. log books, SWMS, plant hazard risk assessment, service history, etc.).

### Customer service

Our hire specialists have the knowledge and expertise to help all customers select the right piece of equipment for their job. We work hard to assess working environments and job requirements with new and existing customers. Our reputation is key to success in such a competitive industry and our customer service cements our position within the market. Furthermore, the All Lift Forklifts team provides a high level of service throughout the hire period which is unrivalled in the industry.

### Human Resources

The human resources department maintains employee welfare with professionalism and effectiveness. Training and development opportunities are actively sought and encouraged for all employees to enhance their performance within the company. Any changes to the fair work policy are closely monitored to ensure all employees are working under optimal employment conditions.

### IT

The All Lift Forklifts infrastructure has grown and adapted just as quickly as the business. MCS is used for maintaining hires and stock. Through this program, our customers can trust their hire is managed with precision.

We have chat facilities available on our website so we can help customers while they browse through our equipment.



## “Why we are the best”

We are a motivated and focused forklift / access hire company specialising in rough terrain units.

Being fully independent with a young driven team of hire specialists and having a fleet where the majority is less than 5 years old, we can confidentially supply the latest model units with the most competitive pricing in the industry, when and where the customer requires.

We deliver on our commitments and always make customers our number one priority through providing a premium service and experience. We monitor all legal and safety requirements and ensure everything is up to date.





All Lift Forklifts

All Lift Forklifts  
26-28 Antoine Street  
Rydalmere, NSW  
2116Australia

T: 1300 729 700  
[www.allliftforklifts.com.au](http://www.allliftforklifts.com.au)  
[sales@allift.com.au](mailto:sales@allift.com.au)

## About All Lift Forklifts

[Hire](#) | [Sales](#) | [Service](#)

For the biggest range and over 30 years experience All Lift Forklifts has all your forklift hire and servicing covered. We have a range of products and services to meet all of your needs no matter how big or small the job.

