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# PSE on the up

Platform Sales Europe, the Dordrecht, Holland-based aerial lift specialist has reached an agreement with Holland Lift to take on the official distribution of the company's heavy duty scissor lifts in Spain. PSE has also recently moved into a massive new facility around 100 metres or so from its original location in Maxwellstraat and opposite the Rival headquarters.



The new building covers 3,600 square metres



Dirk Konings joined PSE after 20 years with Doornbos



The new facility has plenty of office and training room space



Arjan Roelse

The move was necessitated by the company's rapid growth in volume as it sells an increasingly diverse range of scissor and boom lifts over an ever widening territory. The company, which is headed by Arjan Roelse began by winning the MEC scissor lift distribution rights for Europe, placing substantial orders with the emerging manufacturer and stocking up at around the same time as delivery times from other manufacturers were becoming extended.

The company then made a similar deal with UpRight shortly after it was acquired by Tanfield and production transferred to the UK. Thanks to some major orders it was able to secure the right to sell the UpRight scissors and booms over a large part of Europe. While the duplicity of supply caused tensions, the volume of business it generated helped keep the two on board. The company now also supplies other brands, including JLG and Genie as it becomes something of a 'powered access supermarket'.

## An experienced team

To help turn this into a reality the company has made a series of high profile recruitments, all over Europe, with the well known Dirk Konings, previously with rental and sales company Doornbos, joining in Holland, Andrea Holz from Genie Germany, Verania Costa Rivas from

UpRight in Spain, Michal Erben from SDM in the Czech Republic and Angelique van der Bijl from Haulotte Holland who joins to head up the office and commercial roles, based at the new Headquarters.

Roelse says that the success of PSE is down to the fact that they usually have the products in stock, ready for immediate shipment, are very easy to deal with, focusing on key people with power to make decisions, while having the resources to support the products anywhere they go with rapid replacement parts shipment and technical advice.

The new premises cover 3,600 sq metres under cover and are already stacked out with new aerial lifts in stock or awaiting shipment. The other aspect of the new building is more space to carry out pre-delivery inspections, and any in-house repairs, as well as providing room for a larger parts inventory. The company has started to promote its parts business on an international basis and claims to offer volume and 'consumable' parts for most brands of aerial lift. Roesle says

*A small corner of the vast warehouse is reserved for inspections both incoming and prior to shipment.*

that the benefit that PSE has over general equipment parts suppliers is the expertise of the company's staff, all of whom have experience with a wide variety of lifts, having worked with both dealers and rental companies. The company has also employed a battery specialist George Janssen who has more than 10 years experience in the battery industry. Trojan is now the company's largest supplier.

## Rail connection

As if all this is not enough PSE has established a rail equipment business, called Rail Rent, beginning with the sales and leasing of rail mounted aerial lifts and telehandlers, but with the idea to branch out into a wider product range for the sector later on. The company has recently signed a partnership agreement with BRP, the Rugby, UK-based rail equipment provider.

The new building has plenty of office and meeting room space to cope with future growth, including the addition of a training centre, but if it maintains its current inventory levels it will need more warehouse space as it adds activities and once deliveries become extended again.

