

# Press Information Pack

## 2011

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## 1.0 INTRODUCTION

### 1.1 Company overview

Cooper Specialised Handling Ltd (Cooper SH) became the trading name of SMV UK Ltd, SMV Rentals Ltd and Irion Sideloaders Ltd in April 2008. SMV UK Ltd was founded in January 1998 and is a specialist distributor of Konecranes (formally SMV) branded heavy forklifts, container handlers and reachstackers manufactured by Konecranes Liftrucks Ab, Sweden. Cooper SH is independently owned and establishes itself as one of the most dynamic total solution providers of handling equipment above 10 metric tonnes. Cooper SH is the UK's sole national distributor of Konecranes Lift trucks and MAFI (Terminal and ro-ro tractors) operating across the UK and Northern Ireland. Today, the company's product portfolio comprises one of the most comprehensive ranges of handling equipment in the industrial and port equipment sectors with everything from Lift trucks to tow tractors and trailer systems.

### 1.2 Business Concept

Cooper SH Ltd adopts a consultative approach to become a dedicated total solution provider of industrial and port equipment comprising of: lift trucks from 6 tonnes to 60 tonnes, laden and unladen container handlers, reach stackers and terminal tractors. Centred on a core distribution policy, activities will include contract maintenance, resident engineer contracts, ad-hoc servicing and repairs, long and short-term hire and advice and support.

Cooper SH has the unique reputation and experience in the field, together with a high quality product range and strong distributor and network. This coupled with the national coverage of after-sales support engineers and established links with Swedish suppliers mean that Cooper SH can deliver real value solutions to its customers.

### 1.3 Mission Statement

Cooper SH will be the first choice for all customers seeking a total and specialised solution for the ports and terminals and heavy handling industries in the UK and Ireland. We will be well respected within the industry for our partnerships, knowledge and integrity. We will deliver customer value through our flexible and bespoke approach; truly understanding and responding to the needs of businesses in an ever-increasing competitive market. We will continue to build successful long-term relationships driven by complete customer service and our select quality product range.

## 2. COOPER SPECIALISED HANDLING

### 2.1 Centres and Staff

Cooper SH is headed and founded by David Cooper, Managing Director. The company has head offices in Warwickshire, UK and a sales team, supported by technical, parts, finance and administration. A team of field engineers also help ensure that a support service is never too far away.

### 2.2 Products and Services

Cooper SH offers a full range of materials handling equipment designed to provide a total solution to customers materials handling needs, these include:

- **Konecranes** – heavyweight lift trucks for a variety of global industries

#### **Industrial Equipment**

- Reach Stackers (container handlers)
- Lift Trucks (10 to 16 tonnes)
- Lift Trucks (18 to 25 tonnes)
- Lift Trucks (28 to 60 tonnes)

#### **Port Equipment**

##### **Rolling Equipment**

- Lift trucks (Masted Fork Lift Trucks, Gantry and Empty Container Handlers)
- Reach Stackers (Empty, Laden and Barge)
- Tractors (YT and RoRo)

- **MAFI**

- Terminal and Tow Tractors (for industry and ports – 32 and 36 tonnes on 5<sup>th</sup> wheel)
- RoRo Tractors (for industry and ports – 32 and 36 tonnes on 5<sup>th</sup> wheel)
- Tractor for Heavy Duty (for industry and ports – 45 tonnes on 5<sup>th</sup> wheel)

Whatever the application, Cooper SH can offer one of the most comprehensive selection of premium lift trucks and tractors available – all from premium, high technical orientated European manufactured for existing applications or can be customised to suit from the ground up.

## **2.3 Cooper Specialised Handling's Customers**

Cooper SH provides materials handling solutions for some of the biggest names in business, these include:

- Port of Singapore
- Port of Bristol
- WH Malcolm
- MultiServ Group
- Briggs Equipment
- Pilkington Glass
- Associated British Ports
- West London Waste Authority
- DFDS Torline
- Corus Group

## Cooper Specialised Handling Values and Behaviours

How do we behave?

- We listen, we're always available, we behave differently, we consult, we solve problems, we offer solutions, we're in it for the long-term.

What are our capabilities?

- We have specialist knowledge, we have experience, we are strong, we can talk our customers' language, we're good at relationships.

What are our values?

- Loyal, Trustworthy, Constancy, Specialist, Strong partner.

What is our mission?

- To provide in-depth, consultancy based service based on intimate knowledge of the customers' business so that our customers get the difference that they need to stay competitive. We will excel at taking on the most difficult and demanding applications and providing innovative engineering solutions from concept to completion in lasting relationships.

What is our purpose?

- To make a difference in how the industry chooses its products and services by being a beacon for lifetime value through the application of engineering technology and provision of dedicated and specialised service.

### 3. Media Information

#### 3.1 Key Media Spokespeople



#### **David Cooper, Managing Director, Cooper Specialised Handling**

David Cooper started his career as an engineering apprentice in 1979 with Coventry Climax – the world-renowned forklift manufacturer. After completing his engineering qualifications he soon moved into sales and was in that position at the point Kalmar acquired Climax in 1986. After spending a number of years building Kalmar's sideloader presence in the UK, in 1994 he became General Sales Manager responsible for the total Kalmar UK sales and marketing activity.

In January 1998 he set up SMV UK as a subsidiary of SMV in Sweden and 3-years later completed a management buy-out to take sole ownership. At the same time of the MBO, he founded Irion Sideloaders as a separate business to make a welcome return to the sideloader market.

David has masterminded the complete re-branding of Cooper SH which saw the integration of heavy forklift and sideloader activities under one roof. 2009 saw David extend Cooper SH's product range by introducing port equipment. Cooper SH is now able to offer a complete product portfolio for multimodal ports and terminal operators. David has built a business with a £7-8 million annual turnover and capitalizes on his long materials handling experience by celebrating his 30<sup>th</sup> year in the forklift business in 2009.

In his spare time, David enjoys playing golf. He is married with three children and lives in South Warwickshire.

**For further information please visit:**

<http://www.coopersh.com>

#### 3.2 Media Contacts

Please contact Sue Tupling at Changeworks Communications:

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