



SUPERIOR Machines

Mitsubishi Caterpillar Forklift Europe is a reputable name in the materials handling machines industry, leading the way with its innovative and technology-based approach.

In 1992, Mitsubishi Caterpillar Forklift Europe (MCFE) was formed as a joint venture between Mitsubishi Heavy Industries Ltd and Caterpillar Inc. The collaboration brought together the technological, marketing and financial strengths of both companies, resulting in the creation of an industry powerhouse. MCFE produces electric-powered and internal combustion engine (gas- and diesel-powered) forklift trucks, as well as warehouse equipment which is marketed through an independent network of dealers in Europe, the Commonwealth of Independent States, Africa and the Middle East.

The business is dedicated to manufacturing superior equipment predominantly under the Cat Lift Trucks and Mitsubishi Forklift Trucks brands and is responsible for design engineering, manufacturing, marketing product lines and handling parts distribution in the European region. It aims to be a leader in

counterbalance and warehouse products, and to provide customers with the highest level of service and responsiveness.

MCFE is based in Almere in the Netherlands and has a separate manufacturing facility in Järvenpää, Finland. It also has a central European parts centre which is headquartered in Puurs, Belgium—a warehouse with highly efficient parts availability of up to 97 per cent. The company is part of the global MCF group of companies which includes MCFA in Houston, USA; MCFs in Singapore; MSFC in China; and MHI in Sagami-hara, Japan. This is an asset and enables MCFE to access an extensive online stock catalogue and subsequently order products from other parts of the world.

Yuichi Mano has been leading MCFE as president since mid 2014. He completed his Master of Business Administration at Carnegie Mellon University in the US before starting his career, and also graduated with a social

studies degree from Hitotsubashi University in Japan. Yuichi brings a great level of experience to his current role, having worked at the affiliated business Mitsubishi Heavy Industries Ltd as group manager of the corporate planning and material handling equipment business department in the general machinery and special vehicle headquarters, which is based in Tokyo, Japan, for many years.

Under the direction of Yuichi, MCFE prides itself on offering a product range which boasts an array of superior features. It endeavours to stay ahead of the game with its sophisticated research and development program, ensuring it is always at the forefront of technological design and innovation. This commitment has led to inventions such as the fully floating drive train, the high-visibility mast and the industry-first fingertip hydraulic control system. Groundbreaking advancements have also been achieved with its award-winning range of electric trucks with intelligent electric >

“The collaboration brought together the technological, marketing and financial strengths of both companies, resulting in the creation of an industry powerhouse.”



As featured in
The CEO Magazine
For more info visit
theceomagazine.com



controls, and improved energy efficiency has resulted in powerful yet smooth engines, impressive fuel economy, low emissions and less noise.

MCFE continually invests in the latest tools, machinery and manufacturing equipment, such as robot welders, laser cutting machines and new, environmentally-friendly painting areas. It has a focus on reliability, safety, functionality, performance ability, control and serviceability in order for it to achieve its goal of producing market-leading, high-quality materials handling machines. MCFE has won four awards from the Fork Lift Truck Association, with the most recent one being the Ergonomics Award in 2010 taken out by its low-level order picker—a clear example of its strong and innovative position in the market.

According to Yuichi, serving customers is what MCFE does best. The team he leads strives to

“MCFE believes that a talented and motivated group of employees play a key role in the overall success of the business.”

have a complete understanding of all client needs in order to match them with the most appropriate products and services. The company has two distribution channels, which enable it to have complete access to materials handling machines customers, and it serves both small and large companies. This means it has the resources to look after clientele in a variety of sectors including transport, warehousing, steel, chemicals, and telecommunications. To meet each individual request, MCFE supports its dealers and distributors in lease and rental agreements, service contracts, and fleet management. Its trainers are highly specialised in the sales and technical product fields, offering regular support to dealers to ensure that the end-users, or customers, can utilise the MCFE product range in the most efficient manner possible.

MCFE believes that a talented and motivated group of employees

play a key role in the overall success of the business. Staff are encouraged to grow their skill set all the time and to work to their maximum capability. Furthermore, they are required to showcase qualities such as dedication, commitment, creativity and responsibility. In return, MCFE offers a dynamic and quality-conscious company which leaves plenty of room for initiatives and variety. Working conditions include access to excellent schooling and training opportunities, flexible working hours, and bonus arrangements.

As a leading brand in Europe and overseas, MCFE is keeping its reputation intact by ensuring it places significant emphasis on the three areas it believes to be the most important: customers, dealers and distributors, and employees. With this people-centric approach, it will no doubt continue to hold traction in the materials handling machines industry for many years to come. ◦



WE CAN HANDLE IT

Your materials handling requirements are unique to your business - but you need a supplier which does more than just talk about tailoring solutions and improving utilisation.

You need one that delivers.

We are the sole distributor of Cat® lift trucks and warehouse equipment for the UK and Ireland. Our personal approach to business and flexible finance makes us easy to do business with.

To discuss your requirements, please call:

0800 169 9789

www.impact-handling.com | sales@impact-handling.com



Impact Handling - the UK's sole distributor of Cat Lift Trucks equipment
New and Used Sales • Finance and Rental • Servicing and Parts

©2015. CAT, CATERPILLAR their respective logos, 'Caterpillar Yellow' and the 'Power Edge' trade dress, as well as corporate and product identity used herein, are trademarks of Caterpillar and may not be used without permission.

IMPACT HANDLING
POWERFUL PARTNERS

