

ALFASI EXPANSION INTO NSW CONFIRMS THEIR STRENGTH

The Melbourne based Alfasi Group of companies began designing and erecting steel structures in 1980. Some of the major landmark and large scale projects in Melbourne have been delivered by Alfasi.

With success comes growth. About eight years ago, Alfasi had accumulated a small fleet of access equipment which it used on its own projects. But inbetween projects, this would sit around a storage yard and remained idle.

Fast forward to 2011 and Alfasi group not only has an access hire division boasting more than 500 units across Australia, but the company also has a crane hire division with a fleet of 14 cranes. With the entire Alfasi access fleet painted white with the red Alfasi wording strategically placed, the equipment is distinctive when placed out on hire.

Alfasi General Manager Gary Murphy says that there is an obvious link between the crane and access requirements in the construction industry.

“There is no room for product failure and in this regard Genie has a first rate record of achievement.”

“Our growth in both cranes and access equipment has come off the back of our growth and success in the construction industry,” Gary said.

“It is an industry which we have grown up with and we understand it perhaps better than most. Our hire fleet mirrors our own needs. That’s why we have developed such a successful inventory of hire equipment for the construction industry. By having both cranes and access equipment, we are able to package the total crane and access requirements for construction contractors.”

With the construction industry well covered, Alfasi’s current growth phase is being driven by their expansion into the mining and



Alfasi General Manager Gary Murphy

non-construction sectors. Earlier this year, Alfasi opened a branch in Sydney and have now opened a second office in the Hunter Valley, specifically servicing the coal mining industry.

Contributing to the expansion has been the strength of the Genie brand. While Alfasi has previously shown a preference for a competitive brand, the company has steadily converted to Genie. Today the whole electric range of scissor lifts is Genie, as is the range of boom lifts.

“We are so pleased with the Genie brand that we have just placed a big order for some larger units. We are taking many more Genie® Z™-135 boom lifts in this order.”

The two key factors that underscore the importance of the Genie brand to Alfasi are the company support of the product and the

exceptional levels of product reliability.

“We are sending Genie access equipment to all corners of Australia on contracts. There is no room for product failure and in this regard Genie has a first rate record of achievement.”

“At Alfasi we have found the Genie product to be competitively priced and they are right at the forefront with the latest technology. The Genie® S™-65 boom is an excellent case in point.”

With a young and growing fleet (average age is under four years), about 50 percent of the access fleet is Genie branded. And with utilisation levels around the 80 percent mark, Alfasi has certainly established itself as a major and more than capable player in the hire and rental industry.



Alfasi's new Sydney Branch