



# Expansion Plans

## on the Horizon for Swinglift

**Patchell Industries, who acquired the Swinglift, a container side loader, brand in 2004 are now trying to expand their market share outside of their base in New Zealand into markets such as South Africa and Australia.**

Swinglift is a home-born New Zealand product. In the early 1970s, the first Swinglift was designed by a New Zealand engineer and the company has been building and supplying container side loaders to the Australasian and world market ever since.

Swinglift lift modules are constructed from ultra high tensile steel. In addition, the lift modules incorporate a wide span stabiliser leg and outboard jib pivot controlled by a hydraulic system. Swinglift's lattice chassis is also engineered for extreme strength but has a very low tare weight. Patchell claims that this combination of lift module and chassis provides the best, safest, and strongest Swinglift-type product available in the market place.

The Swinglift products are already quite successful in Patchell's home market of New Zealand. However, the company is now aggressively marketing the product in South Africa and Australia. Patchell hopes to win customers with the stable and ease-to-use design of the Swinglift product.

Swinglift's superior stability allows it to be operated in conditions other container side loaders can not be operated in. The wide span of the stabiliser leg and outboard jib pivot allow the Swinglift to lift up to a 40 tonne balanced container while keeping the centre of the container mass always within 1 metre of the line of the stabiliser support. Other container side loader



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01 The container sidelifter on display at THE Expo in March.  
 02 The swinglift has a lift capacity of 35,000kg. 03 The Swinglift works very well in tight loading spaces.

designs allow the container mass to pass outside of the stabiliser support, making them less stable with a higher risk of tipping over.

The Swinglift design also makes transferring containers to and from a Swinglift to a skeletal or flat-topped truck quick and straightforward, even when the Swinglift itself is loaded with a container. In addition, the lift modules do not need to place their stabiliser legs on the adjoining trailer or rail wagon to obtain stability as with other container side loaders.

Customers may also be drawn to the Swinglift because it works very well in tight loading spaces. The Swinglift can pick up or put down a fully loaded container flat against another container or a wall. Containers up to 9'6" high can be handled by Swinglifts, and they have a lifting capacity of 25, 35, or 40 tonne depending on the model selected.

Patchell Industries believe they are on to a winner with Swinglift which is why they are aggressively marketing the product in other markets. They believe it is the ideal machine for container transport, lifting, and moving requirements.

Patchell Industries, a Rotorua trailer manufacturer in New Zealand, applies the manufacturing methods that they have learned in their log transport and container transport trailer products to the Swinglift products. The Swinglift products are manufactured along side their other products in their Rotorua factories. Swinglift representatives are also based in Australia, UK, South Africa, North America, and South America. 

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