

## Linde... tough as goat's knees

**Client:** Rockys Own  
**Location:** Brisbane, QLD  
**Application:** Transport & 3PL  
**Equipment:** 1.5-3 tonne gas and diesel forklifts



**If you want to supply equipment to a Wally Eaglesham managed company, it better be like the man himself – tough and innovative.**

Wally Eaglesham is one of this country's real characters. It's hard to imagine how one person can achieve what Wally has in a single life. His experiences and achievements include – serving in Vietnam with the Australian and US Forces, specialist underwater weapons diver, stuntman, rodeo rider, holder of three world records for horsemanship, professional boxer, TV actor, survived 90 days in the worlds toughest military prison, and his company has received one of Australia's highest awards – *The Advance Australia Award*.

He also happens to be a very smart businessman. His transport and logistics company, Rockys Own, employs 42 staff, has a turnover in excess of \$10m and is recognised as a leader of innovation in the transport industry.

**Above:** Wally Eaglesham operating one of his Linde LPG forklifts in Rockys Own Brisbane warehouse



## A P P L I C A T I O N   R E P O R T



Rockys Own was one of the first to introduce curtain-sided trailers, on-board computers and B-double configurations, and has recently become the first of three transport companies to be credited as a Fatigue Management Operator.

Rockys Own contract with the Singapore Armed Services is testimony to the ability and dynamic nature of this

company. Each year the army comes to north Queensland and conducts 10 weeks of intense military training. Rockys Own is responsible for the supply and logistics of every requirement including ammunition, weapons, all armed vehicles, food, drinking water, road watering, armed security, 500,000 litres of fuel, target manufacture & the

setting up of tents, buildings and huts etc. It has 48 hours to get everything in and set-up and 72 hours to dismantle and remove everything from site.

Wally's most recent venture is the invention, and now commercialisation, of the Pelican Truck Cleaner, which is a forklift-mounted cleaning device used to clean truck trailers. To clean a trailer by hand can be dangerous because of working at height and takes anywhere up to two hours. The Pelican system takes about 15 minutes and eliminates any potential safety risk.

The Pelican scrubber reduces water usage on vehicle cleaning by 98% along with the reduction of chemical use by 70%. When you take into account the massive on-going cleaning tasks on transport assets in the industry, the environmental benefits of the machines are truly incredible.

This system is currently being marketed around the world and is set to become a very large and successful business.

So what is the formula behind the constant commercial achievements of Wally Eaglesham?

"Surround yourself with the best. I believe if you surround yourself with the best people, the best systems, and the best equipment, and the best customers...your company has a chance of being the best. You have got to ensure there are no weak knees," explains Wally.

**“The Linde is just a far superior forklift in every way.”**

Wally Eaglesham – Managing Director, Rockys Own

**Linde**



for the Linde immediately. The Linde is just a far superior forklift in every way. It has the best proven technology with regards to productivity, safety, environmental issues, ergonomics and, most importantly, they just keep on going, and going, and going,” said Wally.

Rockys Own warehouse fleet consists of Linde gas and diesel models ranging from 1.5t to 3t. Linde is also used for the Pelican Cleaning System business and the Singapore Army logistics activities.

“There is no way I would ever consider any other brand for the military exercises. Besides being as ‘tough as goats knees’, the Lindes are very safe, have great environmental benefits and are simple to operate, which is critical as some of these army guys land here with very little or no experience on a forklift. The Linde’s hydrostatic controls make learning very easy,” added Wally.

“Our capital equipment decisions are made by our employees who are all shareholders and share in the profits of our company – our motto being ‘we are all different, but we are all equal! This means our buying criteria is not based on how well a senior manager is wined and dined – it is based purely on practical and pragmatic reasons. The decision makers are motivated to focus on which brand helps this company achieve its operational and financial goals.

“That is why we keep choosing Linde for all our forklift requirements. We could pay less for the other brands, but we have learnt over the years that upfront price differences are fairly insignificant in the overall life-costs of a forklift. The cost of the person operating the forklift, along with their comfort and productivity, cancels out any premium paid

**Left & Above:** The Pelican Truck Cleaner is easily transported on a trailer and can reduce the cleaning time of a truck trailer from two hours to 15 minutes.



**“Forklifts play a major role in all our activities and I cannot speak highly enough of the Linde product and the support behind it.”**

Wally Eaglesham – Managing Director, Rockys Own

**Left:** Rockys Own Managing Director, Mr Wally Eaglesham.

**Below:** The Linde LPG forklifts are utilised for all Rockys Own warehouse & yard duties.



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Hydrostatic transmission, made by Linde and flange-mounted direct to the engine, provides sensitive, infinitely variable control of vehicle speed, while also serving as the operating braking system.

Oil supplied by the hydrostatic pump is separated and directed to the two fixed-displacement motors mounted in the semi-compact axle, eliminating the need for a differential and affording smooth, progressive travel, both forwards and in reverse.

**Linde manufactures an extensive range of forklifts with capacities from 1.2 to 52 tonnes. The company has a national factory-owned customer support network and operates one of the largest rental fleets in the country.**

**For further information contact**

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