



# THE LIFTERS

A Newsletter of the Pebnic Group

- Editor's Note
- Career Talk Today!
- News in Pictures
- Birthday Celebration

MAY/JUNE 2026

## EDITOR'S NOTE

As we move forward, let us remain deliberate in applying the insights we get from our career talk in our daily operations and upholding the standards that define us - EARS!

In our Career Talk titled "Get and Keep Customers," we are reminded that our business revenue and success goes beyond acquiring customers; it requires building strong relationships, delivering consistent value, and maintaining high service standards. Every interaction counts, and sustaining customer loyalty demands intentional effort and continuous improvement.

Our news in picture for this edition highlights recent celebration moments at the HQ and recent Forklift Driver training sessions at our new Maryland Forklift Centre.

We also take a moment to celebrate our colleagues marking birthdays in the months of May & June. We appreciate your contributions and wish you continued success and happiness. We hope you find this insightful.

Peace O. Nwoke  
Editor, *The Lifters*

## CAREER TALK TODAY!

### Get and Keep Customers

Customers are the lifeblood of any company. Everybody should know this. Everybody says "the customer is king" and "we work for the customer" and "the customer is the real boss." But very few employees in a corporation do anything to demonstrate they believe in this dictum. Commonly, the higher an executive gets, and the bigger the company, the less they deal with real honest-to-goodness existing and potential customers.

Executives reorganize companies, eliminate jobs and excuse the chaos by saying they are "two or three levels closer to the customer." Bunk! There are no barriers between anyone in the corporation and the customers.

Why do so few people really work to get and keep customers? Because dealing with customers is tough. Customers reject sellers, they negotiate, they make harsh demands, they expect their needs to be filled, and they can be fickle. Also, dealing with administrative functions is an easier, impersonal, and safe task.

You must deal with today's customers and tomorrow's customers. They provide the ideas for new products and new applications. They provide the early warning signals about your products' quality and timeliness. They know about your competitors. To know your customers is to know your future.

When the phone rings twelve people ought to dive to answer it.

The customer is indeed king. And the future president understands how the customer is also the "king maker."

Excerpt from *How to Become CEO* by Jeffery Fox



A CROSS-SECTION OF PARTICIPANTS AT THE RECENT FORKLIFT DRIVER TRAINING AT THE NEW TRAINING CENTRE.



PEBNIC FLT OPERATORS RECEIVING AWARDS FOR PRODUCTIVITY AT NBC IKEJA



THE MD WITH APRIL CELEBRANTS AND HQ EMPLOYEES



# MAY & JUNE, 2026 BIRTHDAY CELEBRATION

## MAY

### May 5

- Iziren I. Victor Head Office
- Onabanjo O. Olusina NB Ijebu Ode

### May 9

- Anyanwu M. Bolanle Head Office

### May 12

- Adekoya E. Oluwole Head Office

### May 16

- Odianoson Godwin Head Office

### May 17

- Idowu M. Mayowa NBC Ikeja

### May 18

- Ochei O. Sunday NBC Ikeja
- Oche Mary GZEP
- Umeh C. Godsgift Head Office

### May 23

- Oritsatoye A. Taofeek NB Enugu

### May 25

- Nasiru I. Adeyemi Chi Limited

### May 27

- Eberechukwu C. Chigemezu NBC Owerri

### May 28

- Soyoye O. Timothy GZEP

### May 29

- Eboh O. Naomi Head Office

## JUNE

### June 1

- Omotoso S. Olabisi Head Office

### June 2

- Daniel O. Dayo Head Office

### June 8

- Alozie C. David NB Enugu

### June 12

- Abdullahi A. Musa NB Kudenda

### June 14

- Onwuka C. Uchenna NB Enugu

### June 23

- Oke A. Oluwafemi GZEP

### June 28

- Ibrahim Ameh NB Kudenda