



CLELANDS COLD STORES – PERTH, WESTERN AUSTRALIA

New DC sets standards for cold storage distribution in WA



Left Cleland's distribution centre manager, Mr Claude Carcione with one of the new Crown 5000 Series Reach Trucks.

One of Australia's leading third party cold storage distributors is Clelands Cold Stores, which has been providing third party cold storage services in WA for the past 17 years.

The company recently commissioned a new refrigerated distribution centre at Jandakot on the outskirts of Perth for one of its largest customers, Coles Supermarkets.

Located near the main north-south freeway in WA, the 12,000m² facility, believed to be the largest project of its type in Perth, is situated on an 18 acre site, providing





Above The Crown Pallet Trucks are used for both order picking and container loading/unloading.



clean slate, we knew what we wanted," said Mr Carcione.

"The layout is our own design and incorporates a number of innovative features designed to improve performance and reduce costs.

"These include the use of technology to minimise air interchange and temperature loss in the loading dock areas all the way through to building a dedicated battery-charging room with specially-designed trolleys to assist in changing batteries," he said.

"When it came time to select the type of materials handling equipment for the facility, there was never any doubt we would choose Crown. We have a long history and association with Crown and also use Crown equipment at our other facilities interstate," said Mr Carcione.

Clelands operates 26 cold store conditioned units in the new facility including 15 Crown RR reach trucks, eight electric pallet trucks and two 3-wheel electric counterbalanced forklifts. The reach trucks are used for pallet put-away and retrieval, while the 3-wheel counterbalanced forklifts are fitted with container masts which enables their use in stuffing and destuffing containers. The pallet trucks are also used to load and unload containers and for order picking.

Providing a storage capacity of around 9000 pallets, the facility houses more than 2350 stock keeping units (skus).

"One of the areas we really put a lot of effort into when designing the layout of the warehouse was product slotting. If products are not slotted properly in terms of their

Clelands with plenty of space for future expansion.

The facility has designated freezer, chiller, meat and confectionery areas, in addition to a large cross docking capability that will enable Clelands to meet Coles' requirement for this increasingly popular method of distribution.

Servicing all of Coles' 52 metropolitan and 24 country stores in WA, the distribution centre provides 24 hour order turnaround, with most stores serviced daily or at least every second day.

WA State Premier, the Hon Richard Court, officially opened the premises at the end of 1998, saying at the time: "The opening of this new facility makes Clelands the largest refrigerated warehouse operator in Western Australia. In reaching this position in the marketplace, Clelands has contributed a great deal to WA."

Clelands new DC incorporates the company's 17 years of experience in providing cold storage services in WA, said the distribution centre's manager, Claude Carcione.

"Due to addition of new business, it became necessary to build a new facility in Perth, so when we had the chance to start with a

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velocity, it can have a big effect on productivity," said Mr Carcione.

He added that all orders are picked discretely, using the walk-pick-to-pallet method, with most products picked from the first and second levels of the storage system.

Commenting on the performance of the Crown equipment, Claude Carcione said: "The Crown forklifts are great to operate. All of our forklift drivers enjoy using them because they are fast and very responsive.

"Other than a few teething problems with one of the new reach trucks, which I believe were the first to be supplied in WA, the equipment has also been very reliable," he said.



"Prior to making our decision to stay with Crown, we looked at the various options in the marketplace and, while it may be possible to save money up front by buying cheaper equipment, I'm sure any saving we made would be very much short-term.

"Quite simply the difference in quality between Crown and other types of equipment, I believe, pays for itself within a couple of years of operation," added Mr Carcione.

Above The 5000 Series Reach trucks are cold store-conditioned. They are required to constantly switch between freezer room and ambient temperatures on the dock.

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Left Cleland's refrigerated distribution centre at Jandakot, Perth is situated on an 18 acre site.

Right The Crown Pantograph Reach Truck offers outstanding ergonomic design.

Below The new DC incorporates a dedicated battery charging room.



"Their parts support is also excellent and they have never let us down. For instance, I know that when we had a component fail on one of the new RR5000s and there was going to be a delay in sourcing the part, they took the component out of one of the stock trucks in Sydney and flew it over to us to use until the actual part arrived.

"That amazing commitment to service isn't something that can be put in place overnight. It's a cultural thing and it's why we are happy to stay with Crown for all of our materials handling needs," concluded Mr Carcione.



"Their parts support is also excellent and they have never let us down."

Clelands performs most of its routine maintenance in-house, but calls on Crown WA for support when needed.

"Even though we don't use Crown for our day to day service work, they still provide us with excellent support when it comes to emergency breakdowns or a problem that is beyond our own maintenance people," he said.



Right The 12,000m² warehouse provides a storage capacity of 9000 pallets with more than 2350 stock keeping units.

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