



From Pallet to Palate

At crunch time for Linfox, Crown are there.

People buying snack foods normally do so as a quick fix for a small hunger. As that foil packaging is torn open, little do they know that behind the scenes, the product is moving just as quickly from the manufacturer to the retailer.

Linfox has recently been charged with managing a major food manufacturer's high volume logistics operations in Sydney. This operation has been streamlined by management initiatives, new technology and planning to produce a high throughput warehouse, servicing New South Wales, Queensland, South Australia and Western Australia.



A big part of this streamlining is the integration of its warehouse and handling systems with a fleet of new Crown lift trucks. The eight reach trucks chosen were fitted with specially extendable tynes to maximise storage in double deep racking and reduce the potential for collisions.

Mr Des O'Loughlin, Linfox distribution centre manager for the site, says updating the lift truck fleet with high-work rate Crown ESR models was part of an overall solution to change this 15,000m² warehouse site in Smithfield, Sydney into a fast turnaround distribution centre.



“The type of product that we manage in this facility has a thirteen week shelf life. The major supermarket chains will not accept stock more than eight weeks old so by week six the stock must be out of the warehouse. Thus the productivity and reliability of the equipment we chose was paramount.

“To maximise efficiency with our racking, pallets are arranged four-high in a double-deep configuration. The fleet that was previously serving our needs had unsuitable tynes that were often hitting and damaging the racks, causing potential stoppages and costly repairs,” said Mr O'Loughlin.

“Upgrading to Crown European Sit Down Rider ESR double-deep reach trucks over the past few months has seen a dramatic reduction in stock damage by more than 70%.

“A phenomenal achievement considering we are moving on average a thousand pallets every day inbound from the manufacturing plant nearby, and about as much per day outbound.”

“After careful consideration and trials of the various pieces of equipment available to do our job we chose Crown because in our opinion the equipment combines high quality with heavy duty construction and responsible use of technology to ensure maximum up time.



With the high throughput in this warehouse we required a material handling supplier with the infrastructure and local experience to keep the equipment running.”

All up, the Distribution Centre has 14,000 pallet spaces with Linfox employing a total of 40 people at the distribution centre.



To load trucks for local deliveries or direct to store (which includes Goulburn and Gosford), Linfox has chosen Crown WP Ride-on Electric Pallet Trucks.

Crown's ESR4500 is a sit-down moving-mast reach truck using AC motors for increased speed in travel and lifting/lowering rates, a characteristic that is vital to Linfox's mission for its client.



The lift and steering motors provide smooth hydraulic transition and with AC power the unit is virtually maintenance free.

Crown's tests on the enhanced acceleration and lift speeds of the ESR4500 have shown that it moves up to 18% more pallets than its competitors whilst using up to 13% less energy when doing the same job.

“The reach truck drivers in the warehouse enjoy using the new ESR because of its speed and ease of operation. Management are pleased with the overall cost savings that have resulted in teaming with Crown,” concluded Mr O'Loughlin.

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