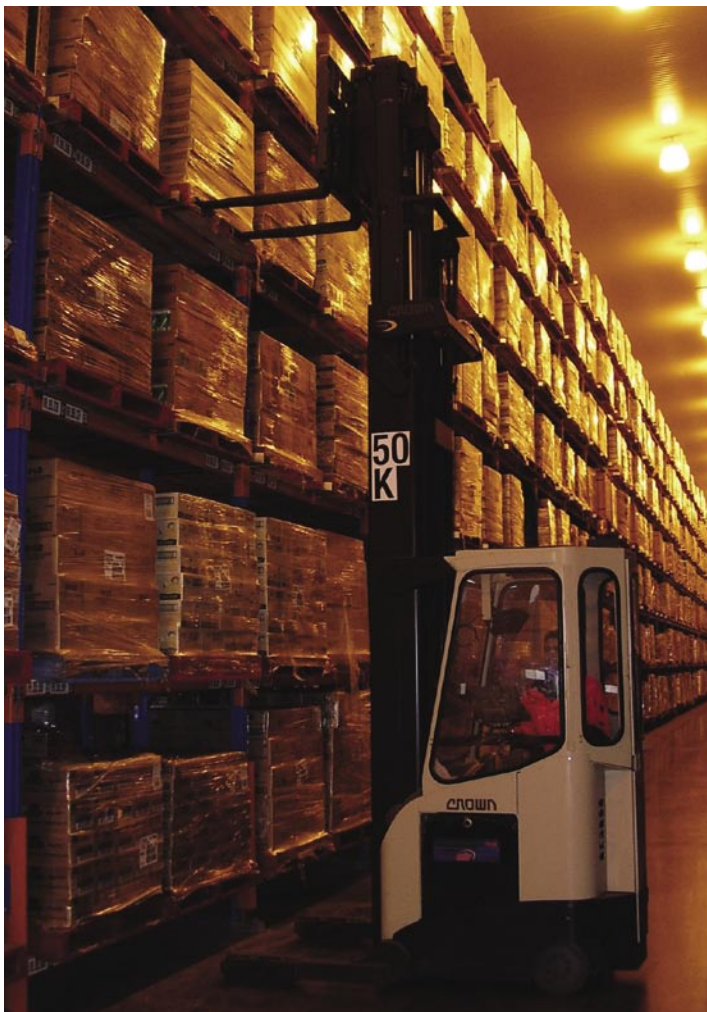


BRIGHT A T W O R K

Oxford Cold Storage eases its burden with Crown Lift Trucks



The Crown heated cabin reach truck allows operators to work at extreme temperatures in comfort.

Warehousing and distribution occurs in many and varied environments, but one of the most demanding and critically controlled would have to be that of cold storage.

Family owned Oxford Cold Storage is one of the most

successful cold storage firms in Australia, having grown considerably from its inception in 1973.

Back then, Oxford served the meat industry only. Today, Oxford which is strategically situated close to Melbourne

airport serves not just local meat and poultry producers, but national and international producers, importers and exporters of frozen foods and pharmaceutical products.

Parallel to its growth in size, the company has also had a focus on technology, being an early adopter of radio frequency technology in 1994. The system developed then is now manufactured in-house through Oxford's technology arm, Radio Terminal Systems, and is sold to the industry in general.

Customer Satisfaction

Stephen Fleiszig, a director of Oxford Cold Storage, credits the company's commitment to detail and its ability to handle the most stringent of customer requirements as the key to its success.

Oxford is able to deliver exactly what its customers need – secure cold storage, full traceability for their products and seamless access to information. Oxford's warehouse management system has been set up to allow customers to access it online.

Stephen added "We don't have to send faxes, e-mails or make telephone calls. Clients just send their picking orders electronically and we can raise them seamlessly, in real time".

Continuing Growth

Oxford owns the largest single site cold storage operation in Australia, and following a recent expansion, has a capacity



Crown supplied battery charging and watering system ensures batteries are always ready for the next shift.

for 110,000 pallets for clients like McCains, Fonterra, Nestlé and George Weston Foods. The company is also a Therapeutic Goods Administration approved cold store and provides services for pharmaceutical companies storing vaccines and other pharmaceuticals. Products are stored between 18 degrees centigrade to minus 29 degrees centigrade in a variety of different storage areas. The facility has the capacity to freeze 12,000 cartons, carcasses and quarter beef daily.

Stephen added “We offer personal and tailored services based on customers requirements and we plan to continue leading the field in temperature controlled storage innovation.”

New vehicles for a new building

A major expansion of Oxford Cold Storage’s Laverton North facility became the catalyst for a review of other operational aspects of the company, and resulted in a re-engagement with Crown Equipment for its new lift truck requirements.

“Business has been growing steadily over the past number of years and this expansion will allow us to capitalise on that growth. The service industry has

been growing greatly in Australia and we are continuing to gain new business”, said Stephen.

The expansion project included a reassessment of the company’s operating requirements including the need to source new equipment to work in the new facility.

Stephen said “With the expansion taking place we knew that we would have to get more lift trucks for the new area. The service we had received from Crown in the past had always been very good so we contacted them and told them what our requirements were and they proved they could meet our requirements in terms of vehicles and maintenance”.

Crown technology at the heart of Oxford Cold Storage

Oxford’s new building is built to freezer standards but will initially be used as a chiller. It has multi-tiered racking which was supplied and installed by Dexion. Crown supplied eight new Double Deep Reach Trucks, of which five have heated cabins with lift heights of 9m.

The trucks are equipped with cameras to ensure that drivers can align pallets correctly and ensure that nothing is blocking the forks at maximum lift heights.

The Company also took delivery of six Crown PE model powered pallet trucks.

Crown supplied vehicles with treaded tyres to ensure grip in the colder environs, heaters inside to keep the hydraulics from freezing, thinner hydraulic oil and special paint. Crown also services the vehicles at shorter

intervals to ensure they don’t get affected by the cold air.

“We were extremely pleased to have been awarded this contract, as it was based on total cost of ownership, and the unique support package Crown can provide. Oxford Cold Storage’s



Stephen Fleiszig, Director of Oxford Cold Storage and one of his operators brave the cold temperature and stand by one of the eight Crown double deep reach trucks.

approach to this contract reflects the thoroughness that is evident throughout their entire operation’, said Crown General Manager of Fleet Sales, Greg Simmonds.

Stephen added that he is very happy that Oxford Cold Storage is back to using Crown.

“We have always had a good relationship with Crown Equipment and they have always given us great service. They ensure trucks are maintained, keeping downtime to a minimum, keeping us on track with our customer orders.”