

# BRIGHTS

## AT WORK

### Perm-A-Pleat keeps it's fleet uniform with Crown



A small sample of the extensive range of school uniforms Perm-A-Pleat produces.

Australian owned children's apparel manufacturer, Perm-A-Pleat, looked to Crown Equipment to help manage the largest ever expansion in its history.

Perm-A-Pleat is a family-owned business, established by Steve Palm over 20 years ago. Many school children who grew up in Perm-A-Pleat uniforms back then, now have children of their own kitted out in the latest range of Perm-A-Pleat school uniforms.

The company has grown with the general growth in population, and also via new lines including school sportswear. To accommodate this growth, the company recently invested in new production, warehousing and administration facilities in

Perth, Western Australia. The expansion represented a 400 percent increase in space, according to Colin Doherty, Warehouse and Logistics Manager, Perm-A-Pleat.

"The new building is 10,000 square metres, and the last one was only 2,500 square metres. This expansion has also future-proofed our operations, giving us the ability to continue to grow over the next ten years without having to invest in larger premises," he said.

The new facility produces, stores and processes a full range of school wear and sportswear for children of all ages, and caters to the needs of both government and private schools. This allows Perm-A-Pleat the ability to offer a

one-stop shop for parents and to have the capacity to pick, pack and ship stock as soon as orders come in. Perm-A-Pleat has maintained a long relationship with Crown and when the expansion was decided upon the company believed that Crown would be able to not just supply the right equipment, but also provide maintenance and training support.

"We knew that when we moved to the new warehouse that we would need an expanded range of lift trucks and other vehicles to optimise efficiency and speed.



Perm-A-Pleat storeman utilising one of the tailored Crown stockpickers to pick roles of fabric from steel cages.



**Crown Ride on Reach truck demonstrating its narrow aisle working ability.**



to clearly see the power unit, rack and product for improved performance and safety.

According to Craig Kenchington, General Manager - Marketing, Crown Equipment is one of the only factory direct forklift operations in Perth. This ensures that Crown can support its customers with unmatched parts and service back up. Crown also has training staff on hand to ensure that drivers are properly trained in vehicle usage for both operational and safety considerations.

Doherty said that whilst their main criteria when selecting Crown was the reliability of their vehicles, other factors also came into consideration.

“Crown has always kept us up to date with the latest models and new technologies that come onto the market. Maintenance schedules are kept up to date, and they always respond quickly to any queries or calls,” said Doherty.

“The industry has changed so much since the company was created and we like to keep ahead of the game – using



**Colin Doherty, Warehouse and Logistics Manager, with two of the fleet of Crown trucks utilised by Perm-A-Pleat.**

Crown helps give us that advantage”

“We were extremely pleased to continue our working relationship with Perm-A-Pleat, as it was based on total cost of ownership, rather than simply a sales deal. Perm-A-Pleat continues to be a valuable customer for Crown and we wish them all the success for their future in their new premises,” said Crown’s Kenchington.

We held discussions with Crown about the types of vehicles we would need, including stock-pickers, reach trucks and forklifts. Crown even helped us custom-design certain trucks for the specific aisle sizes we have in the new warehouse,” said Mr Doherty.

The 24 volt stock-pickers selected by Perm-A-Pleat use Crown-built drive motors with the forks designed for order picking applications. This greatly reduces employee deep bending and product damage when placing cases on the pallet. The units have been designed with clear view masts and low-profile chassis allowing operators



**Perm-A-Pleat’s new manufacturing and distribution centre in Malaga, WA.**