



## CUSTOMER RESULTS



“When we went to the new taller racks and narrower aisles we knew our previous machines just wouldn’t work out and that led us to Crown. We had a lot of ROI data gathered over the years on our previous machines, and the new Crown units fare better on every aspect of our long checklist, including parts and service costs, overall efficiency, maneuverability and speed.”

**Martin McDonald,**  
Operations Manager  
Live to Play Sports Group  
Toronto, Canada

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real stories,  
**REAL RESULTS.**

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# Live to Play Sports Group

## Increase Productivity, Operator Confidence and ROI with Crown SP 4000 Series

### APPLICATION

Live To Play Sports is Canada’s largest and most experienced distributor of premium bicycles, parts and accessories. For nearly 50 years, the company has excelled in delivering different premium brands to independent specialty dealers throughout North America. Starting in Vancouver and expanding to Toronto, the company has 50 employees working in its 90,000-square-foot Ontario warehouse space.

### CHALLENGE

An expanding company, Live To Play Sports Group distributes up to 20,000 SKUs from complete bicycles to small parts. To help maintain its supply and fill orders faster, it has configured its newest warehouse space with narrow aisles and 32-foot tall racks. While the racking and aisle configuration makes the most of every square foot, it puts a premium on lift truck maneuverability and reach – with the extended reach and narrow aisles also increasing concerns for operator safety and overall comfort. The company had a long history with its lift truck supplier, but its current fleet wasn’t equipped to capitalize on its new warehouse capabilities. It was clear that a new lift truck fleet that could handle the increased activity while providing ergonomic and safety features that help ensure its operators remain both safe and productive was required.

### SOLUTION

Live to Play Sports Group considered every potential option but only Crown’s SP 4000 Series scored high on every aspect of the company’s ROI checklist. While the new facility’s aisles are, in some cases, barely wider than the machine, the SP 4000 Series and an optional wire guidance system make finding, picking and relocating selected SKU a faster and more efficient operation. Operators are confident with four points of solid contact with the truck, including having both feet on the floor in a comfortable position, one hand firmly grasping the steering tiller and the other hand on the control handle. In addition, transition from the company’s previous fleet to the new Crown fleet was swift and smooth, taking only a fraction of the time the company expected.

### RESULT

- **Increased speed and precise maneuvering in narrow aisles** resulted in greater productivity, providing the capacity needed to handle the company’s late-day, same day shipping order cutoff.
- **Increased safety with four points of solid contact**, a wide platform that gives operators the largest useable floor space and side gates that will not allow the truck to move forward if they are not properly positioned.
- **Increased efficiency, maneuverability and speed**, coupled with a quick transition from a competitor’s truck, provided the company with a greater return

**FROM PARTS  
& SERVICE TO  
PERFORMANCE  
SP 4000  
SERIES  
BOOSTS  
ROI**