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Solutions that work

LIVE LOBSTERS PICKED, SELECTED WITH WAVE® WORK ASSIST VEHICLE

In the long run, the Wave provided a safer, more productive and efficient work environment, according to PDI officials.



Handling live lobsters suddenly has become easier for workers at PDI. The Wave helps Brian Sodergren, the company's seafood coordinator, ship the lobsters more effectively.

Did you ever wonder how that live lobster gets to your favorite restaurant or grocery? Now there's a chance the Wave® Work Assist Vehicle played a part in bringing fresh lobster to your plate.

At least that's the solution Perishable Distributors Inc. (PDI), a division of Hy-Vee Food Stores, came up with in helping deliver live lobsters to their stores.

The company was looking for an effective way to retrieve and load lobsters from a three-tiered salt-water tank system.

PDI's answer came from the Crown retailer in Des Moines, Iowa – Liftruck Service Company, Inc. The dealer suggested the Wave for the application. Later PDI officials saw the Wave working during a Crown factory visit. Once the product was demonstrated, PDI knew they had the right piece of equipment.

The Wave allowed PDI to replace their ladders, eliminating a major safety issue. With ladders, workers were climbing up and down three levels of the tanks.

With the Wave, they are able to load the lobsters directly into the box. In the long run, the Wave provided a safer, more productive and efficient work environment, according to PDI officials.

Wholesale distribution of fish and seafood (SIC code 5146) is another of the endless applications where the Wave can deliver a solution when there is a need to pick or handle product at elevated heights up to 13 feet.



Those in the photo with the Wave® near the PDI lobster tanks: John Kile from Liftruck Service Company, Inc.; Jim Brandt, Warehouse Manager; Larry McConnell, Material Handling Coordinator; Brian Sodergren, Seafood Coordinator; and Beth Demm, Safety Compliance Manager.



DIFFERENT PROPOSAL HELPS SAN DIEGO BEAT COMPETITION WITH WAVE® FLEET SALE

It could have been one of those “me, too” quotes – where it’s easier to follow what the customer is asking for and what your competition is quoting.

Instead Crown San Diego took a closer look at the application, dared to be different with a proposal, and the result was positive for the customer and for Crown as well.

“Once they saw the Wave in action, it showed its capabilities in the existing system. They made their decision very quickly,” says Sales Manager Ned Davis.



“We basically told the customer that we would love to sell them a turret truck, but in this instance, we truly felt we had another method of doing the job more effectively, both in cost and production,” says Sales Manager Ned Davis.

“It really helped us that we did not come in and do a ‘me, too’ quote,” he adds.

In the process, Crown beat out the narrow aisle competition – in this case, Raymond – in earning an order for six Wave® Work Assist Vehicles, one Series SP Stockpicker and two Series PTHs.

The customer – Plamex S.A. DE C.V., a subsidiary of Platronics – assembles and manufactures telephone headsets and other types of accessories in their Tijuana, Mexico facility.

San Diego Salesman Lee Palin established the account through a cold call. Later the purchasing department requested a bid on a turret truck and racking for the existing warehouse restructure.

The company’s project engineer already had prepared a very narrow aisle (VNA) layout. Crown, however, did a warehouse systems’ survey and identified several inefficiencies with a turret application.

The survey indicated few full pallet moves, limited ceiling height and no room for end of the aisle turns for turret trucks. The survey also showed that goods moved from the manufacturing line to receiving and materials shipped from stock areas to the dock were hand picked, using rolling ladders. Manual pallet jacks handled product movement from the manufacturing area to the storage rack where workers hand-stacked product into racking for future shipments.

Plamex’s preliminary VNA layout condensed two warehouses into one putting manufacturing and shipping under the same roof.

“We spent a lot of time with their project engineer learning their product moves and flow,” says Davis. “We discussed the other system options and were able to persuade them to take a look at a proposal for a Wave fleet.”

Greater picking and putaway productivity have been achieved with the Waves, according to Davis. Faster moving items are on levels serviceable by the Waves. The Stockpicker is now used for slower moving stock and storage in upper levels.

The few full pallet moves, all short distances, are handled by the hand pallet trucks. Pallets are pulled off the line and moved to the warehouse for storage on the floor level, still maintaining the VNA application.

“They were somewhat receptive, but still not sure about some of the suggestions we were making,” says Davis.

The ensuing Wave demonstration and complete package proposal, however, sealed the deal for Plamex. “Once they saw the Wave in action, it showed its capabilities in the existing system. They made their decision very quickly,” he says.

We Got the Order!

Clearly, the Wave® Work Assist Vehicle has lots of uses and industries using the Wave are increasing. Furniture manufacturers and printing companies are some of the newest customers for this versatile product. From the field, here's what retailers are telling us about the early orders on the Wave:

Dealer Name Sales Representative	Customer Type of Business	*SIC Number and Description	Wave Application	Key Factors Tools and Methods Replaced
Crown Lift Trucks Greensboro, NC Scott Lackey	Henredon Furniture Furniture Mfg.	2511 Wood Household Furniture	Pulling inventory from supply room for building furniture. Wood stock parts for building sofas and chairs.	Ladders & push carts; customer's third Wave. Their goal: replace every ladder in building with a Wave.
Crown Lift Trucks Detroit, MI Matt Slavik	Marketing Displays Inc. Sign Mfg.	3933 Signs & Advertising Specialties (Mfg. Electrical, mechanical, cutout or plate signs)	Using for parts picking, eliminating the use of ladders.	Easier for the workforce to pull parts as opposed to ladders; safety, productivity.
Crown Lift Trucks Long Beach, CA Donna Lynn McLaughlin	Disneyland Entertainment Utopia	7996 Amusement Park	Costume department	Safety
Crown Lift Trucks San Francisco, CA Alana Walton	Bayer Corporation Pharmaceutical	2834 Pharmaceutical Preparations	To pull material for a newly installed modular shelving area.	Scissor lift replaced; safety, maneuverability
Crown Lift Trucks Atlanta, GA Chuck Langley	Wilkerson Paper Co. Paper Goods	2679 Converted Papers Paperboard Products	Some 'will call' needs; reach heights of 8' to 12'.	Customer was using sit-down fork-lift to pull down entire pallet for one box; accessibility & dollar value.
Shannon Corporation Dallas, TX Bobby Miller	Olmsted Kirk Paper Company Paper Distribution Center	5111 Wholesale Distribution of Printing, Writing Paper	Smaller jobs; single sheets; paper pulling.	Impressed with ease of operation; size and safety features.
Crown Lift Trucks Greensboro, NC Scott Lackey	Paxar Printed Label Group Mfg. Of Labels	2752 Commercial Printing	Low level orderpicking for mfg. Used in supply rooms for stocking & re-stocking.	Rolling ladders; second unit purchased; good product acceptance.
Crown Lift Trucks Atlanta, GA Chuck Langley	Peco Fasteners Small parts, bolts, nuts, fasteners	5085 Wholesale Distribution of Industrial Supplies	Some bin shelving; one overstock area accessed by 11' rolling ladder.	Replaced rolling ladders. Safety and productivity increased. Price, operator acceptance.

We Got the Order! (con't)

Dealer Name Sales Representative	Customer Type of Business	*SIC Number and Description	Wave Application	Key Factors Tools and Methods Replaced
Carolina Material Handling Services Columbia, SC Keith A. Miller	Mack Trucks Mfg. Commercial Trucks; Assembly Plant	5511 Motor Vehicle Dealers - Retail Sale of New & Used	Maintenance Dept. will use to service compressed air lines and other service needs.	Cost; ease of mobility around assembly line.
Crown Lift Trucks Dayton, OH Ron Phlipot	Sears Repair Services Service Repair Center	7699 & 7629 Repair Shops & Related Services	Used for parts and supplies stock picking. Stacks lawn-mowers in for repair in pallet rack.	Replaced manual stacker and rolling ladders; safety and allowed better utilization of space.
Potomac Industrial Trucks Capitol Heights, MD Steve Bensky	Internal Revenue Service Govt.- Tax Collection	9100 U.S. Govt.	Used in supply warehouse to pick office products in support of a large govt. complex.	Rolling ladders; Compact design, easy to learn controls; safety, productivity.
Crown Lift Trucks Dayton, OH Jeremy Cordonnier	Mike Sells Potato Chip Co. Potato Chip & Snack Mfg.	2096 Potator Chips, Corn Chips & Similar Snacks	Wave is used to pick their rolls of bags from racks. The rolls then go to the production machines.	Rolling ladder; RPA, safety & ease of operation.
Crown Lift Trucks Atlanta, GA Chuck Langley	Kia Motors Automotive Parts Distribution	5013 Motor Vehicle Supplies & New Pars	Bin shelf picking; small parts picking in racks.	Push cart with two step ladders; attached rolling ladder, library style. Productivity, allows added height for bin shelving.
Lift Parts and Services of Delmarva Delmar, DE Harry Clark	Interactive Marketing Services Mail order/fulfillment	7331 Direct Mail Advertising Services	Used to pick small orders and re-stock pick slots.	Rolling ladders; on location demo; safety, maneuverability, efficiency.

* We suggest you use the SIC number and description in conjunction with the Dunn & Bradstreet information previously supplied to you in an effort to create a more effective target marketing effort for your APR.



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Because Crown is continually improving its products, specifications are subject to change without notice.