



Application Report

Product Reference 4.8

Growing Office Equipment Supplier likes Crown 'Dependability, Reliability'



Danka's Receiving Manager Pat Tobin and Vice President of Logistics Ron DiDonato: Crown service response rated "excellent."

When Danka started in 1977, the company had one office, \$500,000 in revenue and 11 employees. Today Danka has grown into a diverse company with more than 20,000 employees, 700 offices and more than \$3 billion in revenue.

With this rapid growth came more material handling demands for this aggressive office equipment supplier who considers more than 90 percent of Fortune 100 companies as their customers.

So in order to meet these rising demands — and improve profitability and efficiency, Danka built their first National Supply Center in St. Petersburg, Florida. This 100,000 sq ft high cube distribution

operation allowed the company to centralize their approach to warehousing. Instead of 100 different facilities throughout the United States, today there's only one.

"If you know logistics, you know this was absolutely the right way to go," emphasizes Danka Vice President of Logistics Ron DiDonato.

The continuing result, according to DiDonato, will be reducing inventory by as much as 50 percent and further lowering stock outages to less than a half percent. "Eventually our national inventory will be reduced in half. That's one giant savings to Danka," he said.

Critical in the centralization process and in keeping copier supplies moving to Danka branches and end users located throughout the 48 states are Danka's fleet of Crown lift trucks.



Two Crown Series TSP Turret Stockpickers prove to be workhorses in the Danka National Supply Center, stepping to the quick pace of moving copier supplies to branches and end users. The trucks' versatility remains a plus as is "strength of the machine," according to Danka logistics personnel.



Crown products like the Stockpicker (above) have lived up to Danka's expectations in their National Supply Center. The company moves copier supplies from their shelves to retailers throughout the United States with the help of Crown equipment.

Ten operators use two Crown Series TSP Turret Stockpickers, two SP3000 Series Stockpickers, two PE 3000 Series End Control Pallet Trucks and an assortment of other Crown equipment to pick orders and put away stock.

The building houses more than \$11 million in 'consumable' inventory and gives Danka Office Parts (OP) the capacity to ship

8000 multi-line orders per 7 1/2 hour shift. Dependability and reliability are needed in their lift trucks and that's the reason Crown was selected.

"I think I've tried all of the material handling equipment out there, and I have found the most dependable and reliable that I could have purchased was the Crown equipment," he said.

"Downtime is minimal. The features and the safety of the product has always been good and overall I rate Crown as the best material handling equipment today."

Keeping the equipment functioning is "absolutely essential for any operation of this magnitude," DiDonato added.

Supporting the trucks has been quality field service from Florida Lift Systems, the Crown dealer serving the Tampa-St. Petersburg market.

"They have kept us up and running when we needed it, which, by the way, has been very infrequently. Response time is excellent and their people are well trained," said DiDonato. "They do an excellent job of keeping up the planned maintenance program."

Danka National Supply Center - St. Petersburg, Florida

Warehouse size
100,000 sq ft

Crown products
Series TSP Turret Stockpickers (2)

SP 3000 Series Stockpickers (2)

PE 3000 Series End Control Pallet Trucks (2)

Series FC Four Wheel Cushion Tire Truck

Series RR Rider Reach Truck

Series SC Sit-Down Counterbalanced Truck

Series W Walkie Stacker

Series PTH Hand Pallet Truck

Storage Area
Pallet Rack, VNA

Rack Size

26 ft uprights, 42 in deep
8300 pallet locations
2400 SKUs

Aisle width
6 ft and 12 ft



The Danka National Supply Center has allowed the company to centralize their warehousing. The facility, located in St. Petersburg, FL, has improved efficiency and provided a substantial savings to the fast-growing company.



New Bremen, Ohio 45869 USA
Phone: 419/629-2311
Fax: 419/629-3796
crown.com