



CUSTOMER RESULTS



“One of the first questions we ask ourselves [when opening new branches] is ‘Where’s the Crown facility?’ We want to make sure that we’re near to them and that we’re going to be able to get serviced by them.”

Mike Wentland,
Vice President of Operations
RJ Schinner
Menomonee Falls, Wisconsin

Real customers,
real stories,
REAL RESULTS.

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RJ Schinner

Depend on Crown’s Reliable Lift Trucks and Full Maintenance to Increase Uptime and Reduce Costs

APPLICATION

RJ Schinner is a \$200 million redistribution company with 12 distribution centers averaging 70,000 square feet each. With 60 years of experience, the company supplies its customers with high quality foodservice, paper, grocery, and janitorial and sanitation supplies across the United States. RJ Schinner has accelerated its expansion and, in the last seven years, has opened new branches each year, making it one of the largest independent redistributors in the United States.

CHALLENGE

To accommodate its narrow aisles, RJ Schinner utilized multiple trucks to unload inbound trucks, pick customer orders and load outbound trucks. Downtime critically affects the company, resulting in managerial involvement and a halt in employee productivity. A lack of spare equipment and near-constant operation demanded trucks that are durable, multifunctional and reliable -- supported by a maintenance plan to avoid downtime and boost productivity.

SOLUTION

When RJ Schinner chose Crown’s RC Series stand-up counterbalance forklifts it enabled its warehouse managers to stack products and racks higher, creating more storage capacity in a fixed amount of floor space. The truck’s versatility also enhanced the operations’ picking, loading and unloading capabilities. The company also selected the SP Series stockpicker and immediately realized an increase in picking productivity as operators benefitted from a nearly unobstructed view to safely pick and transport stock throughout the warehouses. In addition, the company elected to support their fleet with the Integrity Service System® full maintenance program, which has increased uptime and yielded significant savings across all of its facilities.

RESULT

- **Crown’s Integrity Service System** provided RJ Schinner with full maintenance service, saving the company tens of thousands of dollars
- **By utilizing Crown’s RC Series**, the company is able to stack more product on higher racks, creating more storage in each of its facilities and generating more profit per square foot of space
- **The SP Series has enabled the company to implement man-up picking procedures** which has increased productivity by eliminating the need to pull stock, fill the order and return the remainder to the racks

**SAVE
THOUSANDS
DUE TO
INCREASED
UPTIME &
LOWER COSTS**