

The Early Bird Gets the Worm

On some projects, a customer has a clear and vivid picture of everything that they want and when all is said and done it ends up 100-percent different. Such was the case with Cree Manufacturing's new 208,000 sq. ft. building addition.



*Jungheinrich ETV214 Moving Mast Reach Trucks
ready for use at Cree*

As Cree prepared to move into its new facility, the company was in need of a new fleet of trucks to use in the addition. They had a very clear idea of what they were looking for; three wheel electric lift trucks, walkie rider pallet trucks, and turret trucks. And they put this massive project up for bid.

Luckily for both Cree and Wisconsin Lift Truck Corp. (Brookfield, WI), WLT Accounts Manager Jim Gerlach is a major morning person. "My contact at Cree starts every day at 6:15 a.m.," Gerlach says. "I'm an early riser as well, so every day I was waiting next to his parking spot when he pulled into the building."

Cree was running two shifts and Gerlach knew that they would have trouble getting through both shifts on a battery-powered unit. He suggested opportunity charging as an alternative. "Nobody had mentioned that to them," Gerlach says. "I explained to them that with the capability to opportunity charge when operators took a break or went to lunch, they would have no trouble getting through both shifts." Gerlach worked with his contacts at SBS Batteries to gather some information about opportunity charging to present to Cree. They were swayed. However, battery vs. opportunity charging was not the only inefficiency that Gerlach saw in the plan. "They were planning on using 30 to 35 walkie



I explained to them that with the capability to opportunity charge when operators took a break or went to lunch, they would have no trouble getting through both shifts.

Jim Gerlach, Wisconsin Lift Truck Account Manager

see next page

CASE STUDY



Jungheinrich EKS110

rider units,” Gerlach says. “I explained to them that the walkie rider isn’t the easiest or safest option to carry their loads. I suggested that they consider a Jungheinrich EKS110L low-level order picker instead.”

Gerlach brought a demo unit from an account he had in Illinois to demonstrate the unit. With all the demo’s and great help from WLT and Jungheinrich the company ended up purchasing a Jungheinrich ETVQ25 bidirectional lift truck, 17 Jungheinrich ETV214 moving mast reach trucks with 340 inches of lift and 30 Jungheinrich EKS110L 160E low-level order pickers, each outfitted for opportunity charging.

“I had a lot of help throughout this process from Greg Goodman with MCEA,” Gerlach notes. “When you’re putting together a \$1 million deal, there are a lot of questions to be asked. He had all of the answers that we needed. This was an absolute team effort.” Though it wasn’t what they initially envisioned, the end-result was a better, faster and safer operation for Cree.



Jungheinrich ETV214



WISCONSIN LIFT TRUCK
ILLINOIS MATERIAL HANDLING
ELLIS SYSTEMS
FLEET SERVICES
WOLTER POWER SYSTEMS