



## When a leading retail chain needed a dependable solution for its warehouses across India, they selected ElectroMech Yale as their partner for material handling equipment.

### About Retail Chains

Retail chains typically consist of multiple stores operating under the same brand in different parts of the country or the world. Through their large-scale operations, retail chains offer their customers major benefits like quality, consistency and attractive prices.

However, managing large-scale operations of retail chains is always challenging and efficient warehousing and logistics play key roles in bringing profitability and growth. Retail chains operating on a national scale have warehouses in almost all major cities. To manage them effectively, it is essential to have warehousing equipment which is reliable and safe while optimising floorspace utilisation.



**A leading retail chain required dependable, material handling equipment for multiple warehouses across India.**

A leading retail chain in India was searching for dependable handling solutions for its warehouses. Being a retailing activity, the number of pick-ups per shift is very high. This means equipment downtime should be the least even for reasons such as battery changing and charging. Additionally, the equipment should be easy to own, operate and maintain considering the high frequency of operations. The company wanted to deploy equipment of the same brand and types across its warehouses at 20 locations.

### Challenges

The company wanted to equip its warehouses in 20 cities, each one requiring multiple number of equipment. There were three types of requirements -

- The first requirement was for suitable equipment for handling palletised items within the stores area (point-to-point) which would be simple and easy to operate without compromising on productivity.
- The second requirement was for the storage and retrieval of palletised material in the storage racks in the warehouse. Here, the company was looking for a solution which would be operable at a 6m high storage rack. Additionally, the equipment had to be operable in narrow aisles, so that floorspace utilisation could be optimised.
- The third requirement was to have high residual storage capacity at heights up to 10m and deliver higher throughputs.

An important criterion was that the equipment must be battery-operated and battery charging and changing has to be easier and faster. In view of the large number of transactions, it was essential that the equipment ensure high uptime.



## Solutions

The ElectroMech Yale team carefully studied the requirements of the warehouses. From this requirement, we recommended three types of equipment which could meet all the selection parameters of the customer.

### Battery Operated Pallet Trucks (BOPTs)

We recommended the use of our MP20AP model of BOPT having 2t load capacity. Yale® BOPTs are designed to operate tirelessly in busy warehouses and assure high uptime. The horizontal battery extraction is very convenient while changing batteries and requires less time compared to other equipment in the market. Besides, their compact design makes them easy to manoeuvre even at a high speed allowing more number of pick-ups per shift.

### Electric Stackers

All models of Yale® Electric Stackers are designed to operate in narrow aisles thereby increasing storage density. They are recommended where high rise racking is used. For this specific requirement, we have recommended using the Yale® Electric Stacker Model MS15XUX. It can reach up to 5.6m height and carries a load up to 1.5t without deration of capacity across the entire height. Features like high manoeuvrability, ergonomic design and stability allow the operator to exercise good control on operations resulting in increased productivity.

### Electric Reach Trucks

These products were recommended at two selected locations, where the storage density was higher. Our team suggested the Yale® MR16 Reach Truck that can effortlessly reach the desired height of 10m and deliver the required throughput.

Sr.	Equipment type	SWL	Nos. supplied
1	BOPT	2t	64
2	Electric Stacker	1.5t	36
3	Reach Truck	1.6t	6

ElectroMech Yale supplied 64 BOPTs of the model MP20AP of 2t capacity, 36 Electric Stackers of the model MS15XUX of 1.5t capacity and 6 Reach Trucks of MR 16 model having 1.6t capacity which are operational across 20 warehouses in different cities in India.

For after-sales service, all ElectroMech Yale equipment are supported by our expert team at Cranedge, a subsidiary of ElectroMech, and a service specialist for material handling equipment of various makes.

## Benefits

With BOPT, Electric Stackers and Reach Trucks from ElectroMech Yale, the customer is able to experience multiple benefits such as:

- Faster battery change due to horizontal extraction reduces downtime and increases productivity
- Ergonomic design for good manoeuvrability, excellent control and operator comfort help increase the number of pick-ups per shift
- Excellent stability while carrying loads ensures higher safety of material and operator

- Achieving the desired throughput
- Sturdy models requiring low maintenance and longer battery life make the equipment highly competitive as far as the cost of ownership is concerned
- Deploying the same models of BOPTs and Electric Stackers across multiple warehouses results in reduced spares inventory
- Increased productivity and higher safety at the warehouses

ElectroMech Yale offers a range of forklifts and lift truck solutions to effectively meet the challenging requirements of warehouses and various other industries. To know more, get in touch with us today.



### Customer speak

The vast range of Yale® BOPTs, Electric Stackers and Reach Trucks enabled us to get exactly what we required. These types of equipment are real workhorses and perform tirelessly 24x7, requiring very less maintenance.



For enquiries, contact:

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