

Warehouse & Logistics News

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BRITAIN'S ONLY FORTNIGHTLY NEWSPAPER FOR THE INDUSTRY

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The **MONO 5**, **MONO 10** and **MONO 15** lifting platform are a revolutionary vertical transport system with completely hydraulic operation. Featuring robust load-bearing structure including the lifting cylinders and level stop, the **MONO 5-10-15** can be adapted to suit any installation, with minimum building work required for anchoring and fastening.

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SCHOELLER ARCA SYSTEMS' NEW BALE ARM CONTAINER



Schoeller Arca Systems

Creative solutions for better returns

Leading plastic packaging supplier, Schoeller Arca Systems, announces the Epilog nesting bale arm container. Ingeniously designed to protect goods in transit, its polypropylene construction makes it strong, hygienic and cost effective. An environmentally friendly packaging solution, Epilog is reusable and recyclable.

Epilog stacks using bale arms that support the container above. These fold back, allowing empty crates to nest inside one another. This saves up to 73% space on return journeys, slashing transport costs.

The Epilog bale arm container features a smooth, slightly waved base. This keeps packed goods still, minimising the chance of damage en route. The waves raise part of the load and perforations in Epilog's base and tapered sides allow air to circulate around the products. This is essential for transporting goods such as fresh fruits and vegetables, which need ventilating to maintain quality and freshness. The waved base makes Epilog sturdy and rigid, improving handling in both manual and automated systems.

Epilog has comfortable, ergonomic handles

on the short sides. Users may grasp them in a palm-up or palm-down position, facilitating easy handling of the crate and eliminating the risk of fatigue or injuries. Epilog may also be carried using the bale arms.

Spaces for marking and labels make Epilog containers easy to sort, keep track of and identify. A textured exterior surface prevents stickers permanently attaching to anywhere but the designated spots. If required, Epilog can be fitted with barcodes or radio frequency identification (RFID) tags.

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Fork Lift Truck Association

safe+ty conference 2007

National Fork Lift Truck Safety Conference 2007

For more on this year's Safety Conference turn to page 10 or visit www.warehousenews.co.uk

Work With The Winners



Jungheinrich has been awarded a Design Achievement Award from the UK's Fork Lift Association (FLTA) for their revolutionary rotating cab EFG D30 electric counterbalance truck.

The concept reduces back strain and increases safety where tall loads are handled.

This is no longer a future concept, the reality is that it is available for you today.

To find out more and / or to request your demonstration call us now on **Freephone 0800 357457**.



JUNGHEINRICH

NEW AGREEMENT BINDS BOOK FORWARDERS

Bookbridge, Woodland International Transport's specialist publishing division, has entered into a joint marketing and freight forwarding agency alliance with Clark Worldwide Transportation, a subsidiary of the Clark Group Inc (USA).

Under the terms of the agreement, which has an initial focus on trade between the UK and USA, the two companies will join forces to share resources such as warehousing facilities, marketing systems, personnel and management expertise.

Clark Worldwide Transportation will relocate some of its UK staff to Woodland's Hayes facility and Woodland will employ additional staff to process the joint import and export cargo.

Major clients have already pledged their support to the alliance. The international magazine trade is seen as an important area of growth for Bookbridge.

Commenting on the alliance, Kevin

Stevens, chairman of the Woodland Group, said: "By utilising the strengths of both Bookbridge and Clark, we believe that we are well placed to meet the demands of shippers engaged in the transportation of books and printed matter.

"Customer needs are always our primary focus and by establishing a mutually beneficial partnership with Clark, Bookbridge has access to additional resources, knowledge and infrastructure - all of which add value for shippers."

Paul Almeroth, Bookbridge's Commercial Director, will take responsibility for the relationship and business development in the UK, working closely with Bob Curtis, UK General Manager of Clark Worldwide Transportation, who will split his time between Hayes and Woodland's head office in Coggeshall.

Established in 1994, Bookbridge offers bespoke logistics solutions to companies

engaged in the shipment of books and other printed materials. The company has enjoyed steady growth, partly due to a healthy business in the trans-shipment of books imported from overseas into the UK and then re-exported to mainland Europe.

Clark Worldwide Transportation is one of the world's leading providers of logistics and freight forwarding services to the magazine, book and printing industry. The company provides a broad range of import and export logistics solutions, via air, ocean and road, to over 1000 customers worldwide.

The Woodland Group is one of the UK's largest independent freight forwarders and logistics companies, with offices and agents throughout the world.

The group offers a full range of multi-modal transportation services, including freight forwarding by air, ocean and road, as well as inventory management, customs clearance and supply chain solutions.

CLARK WORLDWIDE TRANSPORTATION

bookbridge FREIGHT FORWARDERS

International Transport woodland

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OM offensive with new C.I.



XE Electrical reach truck works with AC technology in warehouses.

OM Carrelli Elevatori Spa is an Italian based manufacturer of forklift trucks and warehouse equipment with a 55 years long tradition. We have spoken with Mr. Francesco Chinaglia, Sales and Marketing Director of the OM Group about the new global player OM.

W&L News: OM has undergone important changes in the last past years, what are the results of these transformations?

F. Chinaglia: The last past years have been very important ones for OM indeed. One of the most important changes was the separation of the divisional Material Handling part from the Linde Group and the creation of the Kion Group, consisting of Linde, Still and OM. When OM Carrelli Elevatori S.p.A became, as an independent brand, a part of the Linde Group, it seemed that OM would be only a "regional player" focusing on European markets. After the complete renewal of the manufacturing facilities and our products range, in 2005 the group management decided that OM conquer new markets in Eastern Europe, the Middle East, North Africa and the Far East. In 2004 for example we numbered only 11 dealers in Eastern Europe countries, now we have three times more and during the last two years the number of sold units increased by 200%.

In addition to the concentration in EMEA area (Europe, Middle East and Africa) our strategy is to intensify our presence in Asia Pacific. We are always aiming on a strategy based on the potential of indirect sales network, a typical case is represented by Turkey where, as a result of a partnership with an important local dealer, OM has earned in a relatively short time important market share and the forecast for 2008 show good margins growth.

W&L News: Since the year 2005 OM is producing forklift trucks in China for the Asian market, becoming thus a Global Player.

Could you, please describe the development of this engagement of OM.

There is an outperforming market growth in Asia. What are your expectations for this market?

F. Chinaglia: In China OM is working to the development of its own sales network and distributors. Over the past 2 years OM performed remarkably well in China by selling a total of 1110 units. We understood the market needs and provided products at competitive prices. We have invested in human resources, research and development.

We will complete our localization plan during the next two years. In the coming five years, we plan to gain 5% of the Chinese forklift market. The increasing demand for storage and logistics solutions in China offers us much development potential. We strongly believe in the higher growth of the Asian market and are intending to keep on investing there.

W&L News: What is your strategy for the UK market? Are you planning to develop Your dealer and after sales services network?

F. Chinaglia: Our goal is to strengthen our presence on the market. And of course we want to reinforce our presence on the UK market. Presently we are looking for new dealers to optimize our network in the country and develop new after sales services.

W&L News: OM is one of the three companies which consists of the Kion Group. In this context, the new corporate image focussed on the name OM has been widely noticed.

What have you included in the implementation of the new appearance on the market?

Will the new OM corporate identity be used for forklift trucks and for warehouse trucks?

F. Chinaglia: The renewal of our corporate identity started before the creation of the KION Group, with the renovation of our product range. This rebranding project and the relative corporate identity change has been carried out firstly in China, and then was extended at the beginning of 2007 to the rest of the world.



"As a market leader in Italy, with good establishment in Europe, we are a manufacturer which offer a large range of forklift and warehouse trucks. OM seeks also to comfort its position as a global player on increasing markets of Eastern Europe, Asia, the Middle East as well as Africa." **Francesco Chinaglia, Sales and Marketing Director OM Group (Lainate, Milan, Italy).**

This change process came out from the consideration that every successful brand has to rely on a commonly perceived image of the company both externally and internally.

Seemingly our brand has to bring defined attributes that distinguish it from other companies operating in the same business, and it will be used for both forklift and warehouse trucks. To spread out our Italian style, tradition, dynamism and energy, the implementation of a new corporate image was necessary, but I want to underline that the change is not only in the image but in the whole new identity of the company and its culture and structure.

W&L News: In the Kion Group OM has been described as the energetic and dynamic value brand". What is exactly the definition of this rating for you?

From this point of view, what are the goals of OM in the market?

F. Chinaglia: Each brand of the KION Group has been committed to a strategic task for the achievement of the world leadership in the material handling sector. Inside this confirmed multi brand strategy, OM is holding a key role, both for Italy as market leader and for all the other markets. OM as a value brand is committed to supply products with an excellent price/quality ratio. The market trend is that the value segment is constantly increasing, therefore OM will have bigger opportunities to grow rapidly and to target a global market share of 4 % by the year 2011.

W&L News: OM is wellknown as a manufacturer of forklift and warehouse trucks optimized with technical innovations and ergonomic cockpits.

What are the next steps of OM in research, engineering, design and manufacturing of new forklift and warehouse trucks?

F. Chinaglia: We have to distinguish counterbalanced forklift trucks from warehouse trucks. As far as counterbalanced trucks are concerned, innovations will be focused on comfort and safety and further developments of our "user friendly" concept.

Warehouse trucks will follow the development of the increasing complexity of the handling and logistics business.

As working habits are continuously changing we have to renew constantly our products, for example the operator was working half-seated before, now he is completely seated, this implies a different relation between man and machine.

Our new products are characterized by innovative soundproof systems and AC technology to provide customers with increased performances and high quality standards.

Last but not least the design of the famous Italian designer Andrea Zagato that

characterizes our trucks, gives them a definitely Italian connotation and is a real added value.

W&L News: Will You provide new innovative products or services to the costumers in the near future?

F. Chinaglia: Our products range will be continuously renewed and widened. At the moment we are introducing to the market the new generation of the XNAac VNA-truck and two new warehouse trucks with AC engines the pedestrian pallet truck TL16-18-20ac and the rider truck TSR 20ac.

We are strengthening the offer of our technical and rental services in order to favour the maximum fidelity of our customers. Rental, in particular in the short-term, allows companies to have a forklift truck available for short periods, for occasional use and for particular situations, such as: seasonal work or period of particularly intensive work, unforeseen and unplanned need for forklift trucks and while waiting for delivery of new forklift trucks. OM technical assistance offers efficient and professional service. A network of more than 200 service centres in Europe and 2,800 technicians operating with the most modern systems of diagnosis and communication guarantees a rapid, efficient and highly qualified service that meets every client's specific needs. Through its sales network OM Carrelli Elevatori offers clients an entire range of original spare parts: a guarantee of quality, safety and reliability over time. The Spare Parts Centre in Lainate (Milan, Italy) is updated constantly thanks to and advanced computerized warehouse system and a rapid supply service.



XE Electric forklift trucks with AC technology and load capacities from 0.8 to 8 t work with efficiency in various branches of applications.



OM Diesel forklift truck designed for heavy loading was successfully introduced on the market.



XNAac VNA truck for warehouses is configurable exactly on the areas of application.



Electric forklift truck XE22ac combines strength, speed and ergonomics.

Hard on the wind.

OM is official supplier of VICTORY CHALLENGE, challenger in the America's Cup.



Foto: Oskar Kihlberg/Victory Challenge

The new range of OM XEac electrical forklift trucks are powered with AC technology with a very short turning radius for a better efficiency. XE 20 ac loading capacity 2.2 t XE 25 ac loading capacity 2.5 t XE 30 ac loading capacity 3.0 t

Dealers wanted!

We look for partners to optimize our sales and service network all over the UK. For more information's, please contact: Phone: 0039 335 87 33 158 Email: alain.alzetta@om-mh.com

OM increases your competitiveness with its product range:

- electrical forklift trucks loading capacities 0.8 - 8t,
- thermal forklift trucks loading capacities 1.5 - 10 t
- warehouse trucks, loading capacities 1-3 t.

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