Godrej | MATERIAL HANDLING

LIFTECH

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Dear Reader,

The 2nd quarter of the year ended with a high with Godrej Material Handling winning the Warehouse / Material Handling Company of the Year award at the 9th Express Logistics and Supply Chain (ELSC) Leadership Awards, held on 29th September 2015, at Taj Lands End, Mumbai.

As aptly put forth by Cavas Dumasia, Vice President, Sales and Marketing "The award is a culmination of special efforts we have taken towards increasing our engagement with customers by offering a wide range of products and services. We continue this customer focus through our initiatives of key account management, network expansion and improving our processes such as TOC, service contract implementation etc. to enhance customer experience."

Recognizing our responsibility as market leaders in the segment, we also became the Equipment Partners for a special initiative aimed at finding and rewarding the forklift operator of the Year 2015.

Apart from above topics, this issue also speaks about palletless cargo handling with the help of slipsheet attachment making the whole process of material stacking / de-stacking effortless.

Repairs are more costly post breakdown of the forklift. What if we could eliminate it by talking to the forklift in the first case? We present you a case wherein the forklift speaks 5 things that an operator might want to listen while usage.

Our Partner Crown equipment has extended its electric counterbalance lift truck offerings with the launch of the Crown SC 6000 Series, with capacities ranging from 1.3 to 2.0 tonnes and lift heights of up to 7.5m.

We hope you find this issue of Liftech informative and interesting. Do get in touch with your nearest Godrej branch or authorized dealer for more information. We are always glad to help.

Cheers!
Godrej Material Handling

GODREJ MATERIAL HANDLING WINS THE WAREHOUSE /MATERIAL HANDLING COMPANY OF THE YEAR 2015 AWARD AT THE 9TH ELSC LEADERSHIP AWARDS 2015

Godrej Material Handling has received the Warehouse / Material Handling Company of the Year award at the 9th Express Logistics and Supply Chain (ELSC) Leadership Awards, held on 29th September 2015, at Taj Lands End, Mumbai. The Awards selection was based on the criteria of the company size, automation processes being used, innovative ideas, new concepts, and technologies that generate real value for money and CSR initiatives.

On receiving the award, Cavas Dumasia, Vice President, Sales and Marketing - GMH said, "The award is a culmination of special efforts we have taken towards increasing our engagement with customers by offering a wide range of products and services. We continue this customer focus through our initiatives of key account management, network expansion and improving our processes such as TOC, service contract implementation etc. to enhance customer experience."

Over the last several years, ELSC has developed a reputation as Asia's largest gathering for Logistics and supply chain management professionals, all on one platform, discussing the present and future course of supply chain industry at large.

Team GMH receiving the award (L-R)
Anshuman Singh, M.D. and C.E.O. – Future Supply Chains, Big Bazaar,
Abhishek Chaturvedi, Dy. General Manager, Marketing – GMH,
Neville Wankadia, Sr. General Manager, Service – GMH,
Arnab Ghosh, Manager, Marketing – GMH and
Dr. Harish Bhatia, Director – Kamikaze

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2 FINDING THE BEST!

SEARCH FOR THE BEST FORKLIFT OPERATOR IN INDIA.

GODREJ MATERIAL HANDLING: EQUIPMENT SPONSORS FOR "FORKLIFT OPERATOR OF THE YEAR 2015"

In recent years, the OEMs have recognized the need to train more operators. Godrej Material Handling has set-up their own in-house training center and training modules wherein operators are trained.

We have recently been associated and have become one of the sponsors of the event: "Forklift Operator of the Year 2015", having Regional Heats in Chennai, Pune, Mumbai and Delhi in September and Grand Finale in November at Gurgaon.

"Forklift Operator of the Year 2015" is a competition to search for the safest and the most efficient Forklift operator in India. It is designed to test the skills of the operator in challenging environment, specially structured to push them to the limits. Alongside it educates them to drive safely, efficiently and help them emerge more knowledgeable on the aspects of forklift use.

We had the regional Heats in Chennai, Pune, Mumbai and Delhi in September and planning for the Grand Finale in November is at Gurgaon.

The broad concept is as follows -

- Promote safe and efficient material handling operations
- Recognize and Reward Material Handling Operators and promote their work as a specialist and important job role
- Heats in 4 cities (Delhi, Mumbai, Pune, and Chennai), every company can nominate up to 2 operators per heat, participation is free
- Top 2 Operators for each heat come to the National Final
- Winner of the National Final is awarded at a Grand Awards Dinner, we are looking to invite senior industry professionals and also members from the government's skills ministry
- Winner also represents India at the UK edition of the competition in March 2017, the trip is expense paid
- Other awards for winners of Heats are being finalised
- All participating companies get a special Whitepaper released along with the Awards that will share the critical issues and gaps in Material Handling operations, this will be basis the errors / gaps seen from the 200+ operators participating in the competition

Being a market leader, we consider it as a responsibility to spread the importance of right operator skills especially in the lift truck driving domain by spreading the message:

- Safety of Man, Machine and Materials
- Higher productivity, Better Efficiency

3 CROWN DIVERSIFIES

THE NEW RANGE IS A PERFECT BALANCE OF COMFORT AND CONTROL.

CROWN EXTENDS RANGE WITH VERSATILE ELECTRIC COUNTERBALANCE FORKLIFTS

Crown has extended its electric counterbalance lift truck offerings with the launch of the Crown SC 6000 Series.

The new three-wheel and four-wheel models, with capacities ranging from 1.3 to 2.0 tonnes and lift heights of up to 7.5m, offer a combination of stability, advanced technology and task-focused ergonomics. The new lift trucks are capable of performing a wide variety of material-handling tasks in both indoor and outdoor conditions.

The SC 6000 Series incorporates Crown's proven ergonomics for operator comfort and control. For example, the low step height of 375mm and head clearance make it easier to get on or off the truck. Furthermore, the truck design gives operators unobstructed views in all directions – even when fitted with one of many of the available cab options.

The partial cabin includes windshield, rear panel and roof with an optional reading light. The soft cabin features flexible doors with integrated magnets for weatherproof side protection. Even the hard cabin for outdoor use offers unobstructed sight lines in all directions including upwards.

For the ultimate in all-weather protection, the hard cabin also comes with clear-view doors, two-way sliding windows and a heater option. Regardless of the cabin option chosen, operators' freedom of movement remains unimpaired. Thanks to a wide variety of other options – for controls, lighting, accessories and more – the lift trucks can be precisely configured to each customer's specific needs.

3 CROWN DIVERSIFIES

THE NEW RANGE IS A PERFECT BALANCE OF COMFORT AND CONTROL.

The solid design – including a robust chassis and a full-length, solid floor plate beneath the battery – keeps the truck in excellent shape in the toughest conditions and the most demanding applications. Crown uses steel instead of plastics where it counts. The steer axles feature massive steel/cast-iron construction and heavy-duty tapered roller bearings which enable the truck to withstand jolts as it travels over rough surfaces and dock boards.

This long-life rear-axle steering system has been tested for thousands of hours – and yet even the four-wheel truck's turning circle is nearly zero, making it almost as agile as the three-wheel version. A clear view of both front wheels facilitates taking advantage of the manoeuvrability this affords.

Nested I-beam masts that minimise longitudinal, lateral and torsional flexibility mean the trucks perform reliably and give operators greater confidence while driving. Crown SC 6000 trucks are also fitted with high quality, heat-resistant drive motors that are designed to avoid the need to reduce the motor's power output to prevent overheating.

The in-house designed and manufactured motors incorporate the highest thermal ratings in the industry – an advantage that also minimises downtime, as well as spare part and maintenance costs.

The intelligent on-board control system delivers precise control, providing great stability and comfort. The system ensures that the SC 6000 maintains constant speed on ramps and assists operators by automatically adjusting the operation of control functions in correspondence to different load weights, lift heights, steering angles and travel speeds.

For instance, tilt speeds are automatically limited, based on fork height and load weight, and below free lift height, operators have access to the full range of forward tilt and full tilt speeds.

Another stand-out feature of the SC 6000 Series is ease of service. Crown's patented Access 1 2 3 technology provides customers with dependable, on-board diagnostics in real time. With the BTS 1000 battery transfer system, enabling one person to change a truck battery in just three minutes.

4 A BETTER ALTERNATIVE

SLIP SHEETS HELP OPTIMIZE.

A SUPER ECONOMICAL SUBSTITUTE FOR PALLETS

It's true that pallets move the world. And most pallets are still made from wood though alternative materials have made their mark in recent years. But pallets have several disadvantages:

- Pallets consume precious natural resources – wood, petroleum, steel
- They occupy much more space than we think
- Empty pallets need handling, storage and transport
- Damaged pallets need repair

A new technology developed in recent years promises to overcome these disadvantages. It is the 'slip-sheet'. Made from paperboard, plastic or fibreboard, they are pallet sized but comparatively very thin and have significant advantages over pallets:

- Their low thickness allows you stuff 12- 15% more goods in a container compared to using pallets
- 20 times lighter than pallets, slipsheets can be easily and economically handled and transported
- Like pallets, slipsheets are reusable and recyclable
- Unlike pallets, slipsheets are not subject to phytosanitary restrictions All in all, slip-sheets help to conserve natural resources and are super economical. Since they are so thin, goods on slip-sheets need a special attachment to handle them. This hydraulic attachment is called a push-pull attachment.

The money saved by using slip-sheets easily off-sets the investment and operating costs of the push-pull attachment. Godrej offers push-pulls with the following benefits:

- Designed for better visibility, they help the driver work more productively
- Higher strength and durability to provide, years of simple trouble free operation
- Protects both, slipsheets and your goods, from damage
- Fast, smooth operation with high pull force and low energy consumption Our Sales Engineers will be happy to receive your enquiries for push-pull attachments and evaluate their utility for your specific operations

5 THE FORKLIFT SPEAKS!

EXPERTS HELP SOLVE ALL FORKLIFT PROBLEMS.

FIVE THINGS YOUR FORKLIFTS MIGHT TELL YOU…. IF THEY COULD

Each day, your forklift bears the brunt of your material handling operation. It works hard for you day after day, rarely complaining about the workload or its surroundings. Occasionally it tells you something is wrong, by breaking down. But waiting for a breakdown is expensive. Repairs are more costly once a breakdown occurs and breakdowns can create dangerous situations at your facility. Have you ever wondered what a forklift might tell you, if it could talk? We did, and came up with the following:

1. "I'm not getting inspected frequently enough." Pre-shift inspections ensure that if I get sick, you catch it quickly, before it becomes a dangerous and costly situation.

2. "I think my operators need more training." They jerk me from forward to reverse, to forward again, putting a strain on my transmission. They don't slow down at intersections or use my safety features as frequently as they should. My horn is rarely used, I don't have any strobe lights and I'm afraid I might end up in an accident. I don't want to get hurt, and I sure don't want to hurt anyone else. I think we need some additional **operator training.**

3. "My co-workers need more attention." You put all of us on the same service cycles. The other guys work harder, lift more weight, more frequently and need to be seen by your **forklift service pros** more often. Give them a call.

4. "My feet hurt." These tires are old, they have chunks missing, they're worn and at the end of the day, I can't wait to stop and give them a break. Worn and damaged tires use more fuel, make my operator more fatigued and create a dangerous work environment. When's the last time you inspected my tires carefully?

5. "I'm shocked at how my electric friends are being treated." I run on diesel, but my electric friends are always complaining about their batteries, that the water levels are inspected enough and they get hot all too often. They also complain about how they get charged at weird times and it doesn't feel good. Maybe you should talk to their operators about how they use their electric forklifts. I'm told batteries are really expensive and making them last as long as possible is best for everyone.

Have you ever wondered what else your forklifts might tell you, if they could talk? Our team of service professionals can share their experience with you to determine the best plan to keep all your forklifts operating at peak efficiency and productivity. Happy and healthy forklifts are more productive and safer for those on them, and around them.

Contact your local dealers of Godrej to speak to a service professional today. Next time you talk to your forklift, you'll get nothing but "thank you's" and compliments!

Your Forklift bears the brunt of your material handling operations everyday, without any complaints.

We hope that this issue was of value to you. If you have any queries or questions about our products, feel free to get in touch with us. You can send us your query on the email address below to ask for information or visit our website.

In case of any queries, feel to contact:
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