

LIFTECH

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FROM THE DESK OF MARKETING HEAD



Dear Reader,

The last financial year closed on a high with Godrej Material Handling growing faster than the market and re-establishing its position as the undisputed leader in the space of Material Handling in India. We are very upbeat about the positive effects of the radical reforms that Indian economy is set to experience post implementation of GST. We are fully geared up and have all the right blocks in place to serve the industry and partner in its exhilarating journey of exponential growth.

This edition of Liftech focuses on products of our partners as well as safe practices in material handling which reiterates our position as a leading company in this space offering innovative, productive and safe solutions.

The first article presents our commitment to Government's initiative of having a Clean India through the structured Swachh Bharat Abhiyan is showcased in our partnership with world's leading industrial cleaning equipment company, Tennant USA.

We have deployed the first Litter Picker, ATLV 4300 to pick litter from Kanpur roads.

The second article features a unique concept of order picking where the equipment been spoken about doubles as not only an Order Picker but also becomes useful for executing small and sundry, but critical activities in a plant or warehouse.

The third feature mentions of increasing safety and productivity at your factory and warehouses. Our newly introduced Aerial Platforms are light and compact and adhere to the latest European safety standards.

The last article showcases our resolve towards creating an awareness towards safe working environment and the initiatives to achieve this objective.

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

Cavas Dumasia
Godrej Material Handling

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GODREJ TENNANT CLEANING MACHINES SET

TO CLEAN THE BY LANES OF KANPUR

Godrej Material Handling Business, distributor of Tennant range of cleaning equipment in India supplied litter picker Model ALTV (All Terrain Litter Vehicle) 4300 to Kanpur Parivartan Forum for picking litter from Kanpur roads.

Rough terrain capability of machine provides greater mobility to reach tough application areas. This will help to create clean, green and safe environment. This is line with Godrej's core values.

Captain Pandit Jagat Vir Singh Dron, Mayor of Kanpur inaugurated the machine.

Mr.Lingayat, Business Head of Godrej Material Handling lauded the initiative taken by Kanpur Parivartan Forum to make Kanpur city Swachh. Cleanliness resonates with the core values of Godrej and we are proud to be part of this noble cause. Organisations like Kanpur Parivartan Forum supported and partnered by local people, industrialists and business community is a wonderful way of fulfilling the vision of a clean India. A clean environment also helps to increase productivity and improves public health. Swachh Bharat Mission gives us one more opportunity to extend our commitment towards clean, green and safe environment.



2 VERSATILITY ON ALL LEVELS

CROWN INTRODUCES NEXT GENERATION WORK ASSIST VEHICLE



CROWN

Better known as the Wave®, the Crown Work Assist® Vehicle is ideal for operation involving receipt, shipping and stocking of small loads or products in busy, confined spaces, as well as order picking and order fulfilment. It can travel and lift simultaneously, so operators can move efficiently around a facility while raising and lowering to the appropriate heights in one smooth, seamless operation. The Wave's AC drive motors and controls increase travel speeds to 8 km/h and provide more responsive acceleration and manoeuvrability. The on-board Access 1 2 3 control system enables optimum performance and control

through intelligent coordination of operator prompts, lift/lower operations, steering and braking, performance levels and other vehicle systems.

A key user in a logistics company says "In logistics, time is always the critical factor. That's why we were totally won over by the new AC motor, with its top travel speed of 8 km/h and minimal maintenance requirements. The new Access 1 2 3 display module is perfectly positioned and gives our operators all the information they need at a glance. We also really like the rugged construction, which uses lots of steel instead of plastic, as well as the

2 VERSATILITY ON ALL LEVELS

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many adjustable settings that allow us to optimise the Wave’s performance for our working environment. Overall, the new WAV 60 is a very accomplished product.”

The Crown WAV 60 Series, which can be easily charged via a standard power outlet, offers a number of safety features designed to help ensure operator safety while boosting ease of work and productivity.

- Interlocked gates must be closed to raise or lower the platform. Full speed travel requires gates be open to allow an unobstructed exit in the event of an emergency. Travel speed is reduced when the gates are closed.
- Safety sensors below the platform disable raise, lower and travel functions if someone or something applies pressure to the motor cover located below the platform.
- Hand sensors ensure the operator has both hands on the controls for normal travel and lift functions. If either hand is removed travel is automatically reduced to creep speed.
- Dual foot pedals include sensors to ensure the operator has both feet properly positioned on the platform. The Wave automatically stops travel and lift/lower functions if either foot is removed.

A study conducted by Crown proved that Carrying items up and down a ladder can be a dangerous task. According to the European Statistics on Accidents at Work database, approximately 145,000 injuries leading to four or more days of absence were due to falls from height. Crown’s Wave helps to reduce the risk of injury and accidents associated with activities such as lifting, climbing and carrying. It enables operators to handle their everyday tasks with confidence.

The Wave load tray supports up to 90 kg, while the load deck holds up to 115 kg. An optional, powered load tray features infinitely variable positions that allow operators to easily make height adjustments for flexibility with any load. The Wave can also be used with a range of Work Assist™ accessories, such as clip pads, mast storage pockets and accessory mounts.

To learn more about Crown’s ideas for helping customers advance the productivity of their operations, visit crown.com.

CROWN’S WAVE HELPS TO REDUCE THE RISK OF INJURY AND ACCIDENTS ASSOCIATED WITH ACTIVITIES SUCH AS LIFTING, CLIMBING AND CARRYING. IT ENABLES OPERATORS TO HANDLE THEIR EVERYDAY TASKS WITH CONFIDENCE.



3 GODREJ INTRODUCES NEW MODELS

OF AERIAL PLATFORM TO HELP INDUSTRY ACCESS NEW HEIGHTS



Godrej Material Handling Business, distributor of IMER and Mantall range of access platform in India introduced new range of access equipment to bolster its line of offerings to the market.

We are pleased to introduce **IMER** IM 90 series in lieu of existing IT 90 series. IM 90 means width of machine is 900 cm and is the most compact series offered for higher heights. IM 90 series will have additional 4 models to provide more options to customers. The new series also complies to latest European safety standards of CE – EN280/2013.

WHAT DOES THIS MEAN FOR OUR CUSTOMERS:

- **Weight of IM series** is much less than IT series **which increases battery run time.**
- IM 6390 and IM 6390 Ex **have wider chassis** which **facilitates to carry 400 Kg and 350 Kg** respectively, compared to 230kg in IM 80 series.
- IM 8290 Ex is new model which is **suitable for outdoor application** and will provide working height of 10m.
- IM 12090 is new model having 25% **narrower chassis** than IT 122 series. This new model will facilitate **to give higher height at narrow aisles.** This model can find its wide application in warehouses. This is one of the most comfort model for working height of 14m.

Godrej also introduces self-propelled articulated aerial work platform mounted on mast called **Mantall IMP – J series.**

IMP series has two models: IMP 80J and IMP 100J having working height of 8m and 10m respectively. In addition, this newly introduced series is having forward reach of 3.15m mainly for higher height and forward reach.

This series will find wide application where scissor lifts with extended platform cannot reach to application area and buying articulated boom lift will not be economical.

NEW SERIES WILL OFFER:

- Compact design and light weight equipment
- It has zero internal turning radius and thus can work in tight areas.
- Jib has rotation of +/- 60 degrees which gives it flexibility and increases its area of operation.



4 APPROPRIATING SAFETY

AS A PROPERTY FOR GODREJ

WE JOINED HANDS WITH CII FOR TAKING THIS PROGRAM TO THE TARGET AUDIENCE ACROSS THE COUNTRY AND INTERNALLY GSS AND GMH PUT TOGETHER THE DELIVERY CONTENT.

We embraced this objective in our SBP and as an initial step towards achieving the same, we developed a Safety Awareness program exclusively for the Warehousing Domain. We joined hands with CII for taking this program to the target audience across the country and internally GSS and GMH put together the delivery content. With Storage and Material Handling system contributing to majority of the investments in a warehouse, the initial focus was to make the audience aware of the appropriate usage of these systems and to help the client organizations mature to a level of collective planning and to treat Safety at par with critical Performance Metrics.

We started our journey to engage the clientele in August 2015 at Coimbatore and since then have covered various Metros, Tier 1, Tier II cities across the country such as Chennai, Mumbai, Bangalore, Hyderabad, Gurgaon, Goa, Vizag, Mangalore, Ahmedabad, Nagpur, Kolkatta, Bhubaneswar, Pune



etc. Every edition of this event attracted more than 50 personnel from key industries such as Auto, Engineering, Pharma, FMCG, Retail etc. and overall more than 1000 personnel have been exposed to various aspects of Operations Safety so far. We consciously targeted audience from multiple functions such as Supply Chain, Logistics, Finance, IT, Production and Procurement to drive the point that Safety is not just the responsibility of one Safety Officer but it is indeed a Culture that the organizations need to develop.

We invited prominent personalities from the industry to deliver the inaugural address in each of these editions and lend the event the credibility it deserves. To express how truly we value this engagement, our speakers were chosen from Sales, Consulting, Design and Training and the respective field teams were made to network with the audience extensively. The depth of exposure on Storage and Material Handling Safety was widely appreciated by the audience and few of them such as Asian Paints have decided to take our association to the next level of awareness within their organizations.

For most of the audience it was a first time experience and they were very keen to know about the safety aspects of this product. As a consequence, many of them wanted to set up rack audit procedure within their organizations, which in a way measures the success of this program. The participants were also eager to set in place an health



4 APPROPRIATING SAFETY

AS A PROPERTY FOR GODREJ



audit system for their material handling equipment and attend to deficiencies in them.

The key to safety in the warehouse environment has been and will always be the operator. He holds the key to a safe and healthy work atmosphere. Since a lot of emphasis during the conduct of the program, was laid on operator safety, participants were eager to know about the Training systems offered by Godrej.

While there existed a general awareness about the range of Material Handling equipment, the program did awake a realization about it's potential to cause damage and bodily harm to personnel within the warehouse ecosystem. This did lead to some of the participants consult Godrej for certification programs for their equipment operators.

To many participants, the safety features incorporated in our equipment and racking were a revelation and they took back an impression of

Godrej as a company that cares! Also discussed were the different systems available to the audience which, if added to existing equipment and systems would go a long way in enhancing safety in the warehouse domain.

Audience have also expressed their desire for Godrej taking up the larger responsibility of creating awareness on Overall Safety and not just Storage and Material Handling. These demands have given us valuable inputs on the future directions to make this program richer in the days to come and to ultimately achieve a strong connect between Godrej and SAFETY. We will continue to aggressively pursue this initiative and will target to cover additional cities and metros in the days to come.

THE DEPTH OF EXPOSURE ON STORAGE AND MATERIAL HANDLING SAFETY WAS WIDELY APPRECIATED BY THE AUDIENCE AND FEW OF THEM SUCH AS ASIAN PAINTS HAVE DECIDED TO TAKE OUR ASSOCIATION TO THE NEXT LEVEL OF AWARENESS WITHIN THEIR ORGANIZATIONS.

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:
Arnab Ghosh | Manager - Marketing**

Godrej Material Handling,
Godrej & Boyce Mfg. Co. Ltd.,
Plant 16, Pirojshanagar,
Vikhroli, Mumbai - 400 079

Ph: +9122 6796 4660
Fax: +91 22 6796 1519
Email: mhemktg@godrej.com
www.godrejmh.in

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