

Associated Edge

MEETING SEASONAL NEEDS

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PartyLite meets seasonal needs through optimized lift truck fleet usage program. Selecting the ideal fleet of lift trucks can be a challenging task for any company, especially for businesses with seasonal demands. When PartyLite Gifts Inc. was faced with an equipment selection quandary due to seasonal demand fluctuation, Associated, an authorized Sales and Service Center of The Raymond Corporation, solved PartyLite's equipment selection dilemma by implementing a customized equipment usage program.



Since 1973, PartyLite has created at-home business opportunities for entrepreneurs with high-quality home products and accents, including candles, home fragrance, candle warmers and more. PartyLite's distribution center in Carol Stream, Ill., relies on a fleet of 20 Raymond® lift trucks — including turret trucks, orderpickers, counterbalanced lift trucks and pallet trucks — to support business demands in North America.

Handling Holiday Demand

During the holiday season, PartyLite often sees a peak in business, but it relies on maximum uptime from its lift truck fleet to move products and prepare orders for shipping all year round. To better handle seasonal demand fluctuation for PartyLite's products, representatives from Associated recommended a customized usage program for the lift truck fleet. The usage program gives PartyLite the option to choose when to activate certain lift trucks, based on material handling demands, making the lift truck fleet extremely adaptable to changing demands. The collaboration between PartyLite and Associated created a solution that helps PartyLite meet its customers' demands while minimizing costs for lift trucks that are needed only during peak demand times.



Maintaining the Fleet

"The Raymond usage program solution allows us the flexibility to optimize our fleet selection based on seasonal needs, and enables our Raymond service technicians to perform scheduled maintenance services when the equipment is not in use. That limits any unplanned downtime for the equipment and assists us in getting our work done efficiently," says Mark Pennybacker, senior director of North American Distribution for PartyLite. Associated maintains the most cost efficient and effective equipment used by PartyLite through the continuous monitoring of the equipment and maintenance plans. When the lift trucks reach a certain number of operating hours, those units are replaced. "Having the usage plan and service program in place has provided us with a very high level of support and service, as the reliability of the equipment is extremely important in helping us meet the demands of our business," Pennybacker says.

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Mark Pennybacker - Senior Director, North American Distribution PartyLite Gifts Inc.