

# The Devil's in the Data for Bunzl North America

REAL-TIME DATA FROM RAYMOND iWAREHOUSE FLEET OPTIMIZATION SYSTEM IMPROVES LIFT TRUCK PURCHASE PLANNING AND MAINTENANCE MANAGEMENT.

In a typical five-day, two-shift work week, a lift truck may be in operation for up to 80 hours. Over a full year, that truck will have transported loads for more than 2,000 hours.

If a lift truck is down, even for a few hours, productivity can be lost. The ability to monitor and maintain lift truck operating statistics is vital to maximizing uptime. Leveraged properly, the data gained from monitoring can help warehouse and distribution center managers run a more efficient, cost-effective operation while increasing productivity, which is crucial to staying competitive and being an industry leader.

Bunzl North America, with headquarters in St. Louis, realized quickly the benefits of tracking its lift truck maintenance activities to better manage its lift truck fleets. For Bunzl, the iWAREHOUSE fleet and warehouse optimization system from The Raymond Corporation helps the company determine the true cost of ownership of its lift truck fleets at many of its North American facilities; assess when it's appropriate to service, replace or reassign equipment; and evaluate maintenance trends.

## » Data Delivery

Bunzl supplies a range of products, including outsourced food packaging, disposable supplies, and cleaning and safety products, to food processors, supermarkets, retailers, convenience stores and other users. The company stocks more than 100,000 SKUs in its North American facilities that are shipped to customers in the grocery, food service, cleaning and safety, non-food retail, and healthcare markets. At Bunzl's facilities, operators use *Raymond*® lift trucks, including counterbalanced trucks for unloading and storing freight, and orderpickers for selecting products. Electric pallet trucks are used for loading dock work, but also are carried on trailers to help the company's truck drivers quickly and efficiently unload product at customer locations.

With so many lift trucks in operation in the United States and Canada, and a goal to manage cost and productivity from a corporate level, Bunzl implemented iTRACK to help the company meet its goals for better management and understanding of its lift truck fleet.



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**Rick Castnetter**  
Vice President, Distribution and Warehousing  
Bunzl North America

“Unless they had their own homegrown spreadsheet for tracking costs, managers at each distribution center wouldn't really know how much a unit costs to operate,” says Jeff Earnhart, executive vice president of operations for Bunzl North America. “They couldn't answer questions like ‘How many hours am I using it? What's my cost per hour? How many times has this been repaired? Or when was the last time this repair was done?’ With the fleet optimization system, now that information is really at our fingertips.”

## » Information Drives Management

Through the fleet optimization system, Earnhart and other Bunzl corporate personnel can access individual lift truck maintenance data through the Internet for analysis that can maximize lift truck productivity locally and enterprise-wide.

"It is very helpful for us to use the data to determine what we need to budget for next year in terms of capital expenditures," says Rick Castetter, vice president of distribution and warehousing for Bunzl North America. "Our distribution center managers can pull up the website and analyze the costs of individual units of equipment, and the age of the equipment, to determine whether to keep the equipment for another year, or if it's starting to cost more than it should to keep it running. It's a huge benefit to be able to identify our cost trends."

Bunzl also has been able to use the data to determine if a facility has the right number of trucks and the right mix of equipment. The cost analysis helps managers determine whether all the trucks in a facility are being used efficiently or if a facility has the right number of trucks to meet throughput requirements.

## » Growing Visibility

Earnhart and Castetter have found the ability to organize and review the data on all lift truck repairs, costs and work orders has made it easier to make management decisions.

"We might see that the number of hours on a piece of equipment means it's time to replace it, or maybe we find that we have more equipment in a facility than we need," Earnhart says. "There is a lot of information there that helps us better manage our equipment and costs, which is really essential to helping us be successful."



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**Jeff Earnhart**

*Executive Vice President, Operations  
Bunzl North America*



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