

CESAB case study

FREIGHTROUTE

The Pallet Delivery System



FREIGHTROUTE ON THE MOVE WITH CESAB

- *Non-stop operation*
- *3,000 pallets delivered daily*
- *Service and support essential*

Pallet distribution specialist Freightroute is a 43 year old family business with nine depots stretching across the UK. Freightroute's network of depots deliver over 3,000 pallets every day through its fleet of 155 HGVs and 100 trailers.

Operating non-stop, six days a week, the business regards its materials handling fleet as essential as its HGV fleet in supporting ongoing growth and meeting ever increasing and changing customer demands.

When Freightroute decided to renew its older forklift fleet, it carried out detailed discussions with several manufacturers. Managing director Gavin Grant:

"As well as the need to ensure operators are

as comfortable and productive as possible, we wanted to reduce overall equipment lifetime costs and ensure even greater safety. We also face real constraints with our double deck trailers and have to ensure the masts of any forklift trucks do not damage them."

Hitec Lift Trucks, the Northamptonshire-based Cesab dealership, was one of the providers that Freightroute had discussions with. Adam Lantsbery of Hitec: "We worked closely with Freightroute to fully understand their objectives and help them achieve their aims. This helped us to recognise the significant benefits that the Cesab M300 range would bring."



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CESAB

“We worked with Hitec to ensure a very specific mast height that would work within tight confines. The resulting masts on the Cesab M325s have helped to greatly reduce operational damage and increased the uptime of our trailer fleet, which has helped to reduce damage costs.”

Gavin Grant, Freightroute

Class leading visibility

Excellent ergonomics

Easy access is provided on the M325 by a low height and wide step with plenty of room to operate once seated in the cabin. A cushioned seat with lumbar support offers excellent comfort for operators of all sizes.



Superior visibility

As with the rest of the M300 range, the Cesab M325 features Cesab's Intelligent Mast Design (IMD), a series of smart, innovative features that help forklift operators to work more easily and safely and achieve quicker workplace operations.



24-hour operation

Freightroute delivers over 3,000 pallets every day through its fleet of 155 HGVs and 100 trailers.



Clear cost benefits

Ergonomics are central to the design of the Cesab M300 range, helping to reduce fatigue and physical strain for operators. The M300 also delivers consistent high performance responsibly, with a smooth transition of power from engine to wheels thanks to a torque converter transmission, a feature that ensures more speed and better performance over long distances.

Freightroute now has 20 Cesab M325 diesel forklifts carrying out loading and unloading and general transportation duties across its sites in Northamptonshire, the North West, Gloucestershire, East Anglia, Yorkshire, the North East and Scotland. The company

has been so impressed with the range that orders are already in place for another ten M325s.

Superior visibility is achieved on the M325 through Cesab's Intelligent Mast Design concept, which includes two FFL cylinders that provide operators with superior forward vision through the mast.

Gavin Grant: “We are seeing clear cost benefits over the previous forklifts thanks to this class leading visibility. The operators find the Cesab M325s easier to operate. They like the good cabin access and large work area. The trucks are quieter in

operation and are more comfortable.

“Our 24 hour operational needs mean that service and support is very important and there is no room for failure. I believe Hitec's knowledge of our operation, their service and support and the quality of the Cesab product have created a superb all round support package that works.”