

# Reducing Impacts and Managing Growth

MASTERS GALLERY FOODS REDUCES IMPACTS,  
MANAGES GROWTH WITH IN-DEPTH LIFT TRUCK DATA.

In June 2009, Masters Gallery Foods, a full-line supplier of cheese products with headquarters in Plymouth, Wis., made it a top priority to address lift truck impacts and reduce damage. Simultaneously, the company increased its lift truck fleet from 12 lift trucks to 19 trucks, and more than doubled the size of its main warehouse from 40,000 square feet to 110,000 square feet. The expansion included adding new racking and hiring new personnel.

The cheese supplier quickly determined it needed a fleet optimization system to help manage its *Raymond*® lift trucks and operators, so by August 2009, it installed the iWAREHOUSE fleet and warehouse optimization system from The Raymond Corporation.

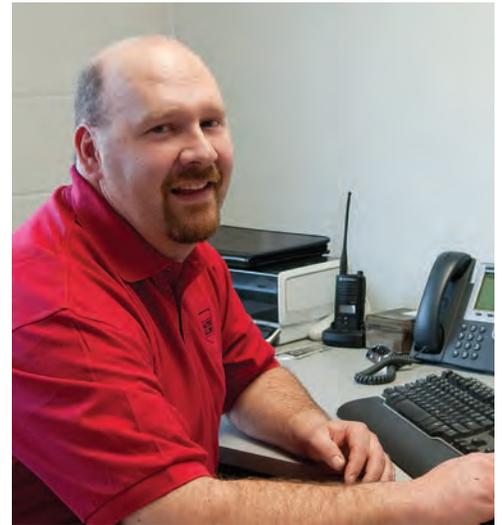
## » First Priority: Reducing Impacts

Masters Gallery Foods' warehouse managers wanted to reduce damage occurring to new racks, products and lift trucks. The company already worked with Raymond and Stoffel Equipment Company, Inc., a Raymond Sales and Service Center, for its fleet of *Reach-Fork*® and stand-up counterbalanced lift trucks. So, when Stoffel suggested utilizing the iWAREHOUSE system to monitor and assess lift truck impacts, Masters Gallery Foods was quickly intrigued.

The iWAREHOUSE system draws real-time, accurate information from the on-board computers — the vehicle managers — of *Raymond* lift trucks. Data from the iWAREHOUSE system is accessible through an online web portal called the iWAREHOUSE GATEWAY®.

The iIMPACT® module of iWAREHOUSE notifies warehouse and service managers if there is an impact or other significant event while the truck is in motion. It offers two levels of notification: a warning that triggers a horn, buzzer or light when there is an impact; and an alert that is immediately sent to a supervisor via e-mail or text message to indicate a higher level of impact.

"In our first full month of using iWAREHOUSE, we experienced a total of 45 alerts," says Dan Murphy, warehouse manager for Masters Gallery Foods. "We provided additional training for the operators involved. Five months later, we reduced the number of alerts to five — a reduction of 88 percent."



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**Dan Murphy**  
Warehouse Manager  
Masters Gallery Foods



## » Encouraging Productivity

In addition to reducing impacts, Masters Gallery Foods uses the iMETRICS® module to monitor the average uptime and productivity of its lift trucks. As a result of the operational data gathered, the company plans to expand its third-shift operations. It also can use the iWAREHOUSE system to aid in its training of any new lift truck operators by setting operating parameters for those new personnel. With the iCONTROL® module, Murphy can establish parameters by employee, setting maximum travel and lift speeds to keep new operators from moving too quickly until they have more experience.

## » Reporting Aids Sustainability Goals

OSHA mandates operators complete a pre-operation checklist before using a lift truck. Prior to the installation of iWAREHOUSE, operators at Masters Gallery Foods filled out a paper form, which had to be filed and stored in compliance with OSHA's requirements. Today, the iVERIFY® module requires operators to complete the form on the iWAREHOUSE monitor mounted to the truck. The reports are electronically recorded and are accessible through the online web portal, helping Masters Gallery Foods to be more sustainable.

## » Maintenance Analysis

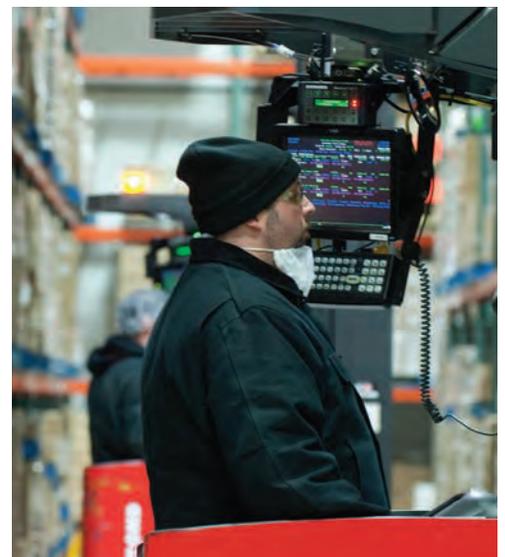
When service technicians conduct maintenance, they record it in the iTRACK® module. Over time, this allows evaluation of the costs of parts and labor, which helps in conducting root-cause analysis to determine what is contributing to maintenance needs, such as something in the operating environment, like an uneven floor or a concrete pole that could use some padding.

"The iWAREHOUSE system plays an integral role in our continuous pursuit of increased productivity," Murphy says. "It encourages proper lift truck operation, which helps reduce damage, maintenance, downtime and costs. It reduces time spent managing and storing paperwork because we can access real-time data electronically. It allows us the flexibility to manage our lift truck fleet anytime and from anywhere. At the end of the day, higher productivity is essential to our ability to grow."



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## RAYMOND

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