

# Lift Truck Fleet Optimization Becomes Critical Business Tool

## LIFT TRUCK FLEET OPTIMIZATION HAS BECOME A CRITICAL BUSINESS TOOL FOR ROMARK LOGISTICS

Third-party logistics (3PL) are now relied upon heavily for streamlining day-to-day operations such as cross-docking, inventory management, transportation and warehousing. To keep up with increased demand, Romark Logistics, with headquarters in Westfield, N.J., is adapting new technology to help enhance its operations and productivity.

To stay competitive in its industry, Romark Logistics has installed the iWAREHOUSE integrated fleet and warehouse optimization system to help manage a fleet of 53 *Raymond*® lift trucks in its Hazle Township, Pa., warehouse. Because it allows facility managers to collect and analyze real-time data about their electric lift truck fleet, iWAREHOUSE enables Romark to make management decisions, track maintenance issues and encourage operator accountability.

### » Fleet Optimization Makes Data Actionable

Romark has been using *Raymond* lift trucks since 2003 to transport products and pallets around its 522,000-square-foot facility. During distribution peaks, Romark can load and unload as many as 170 tractor-trailers each day. The iWAREHOUSE system features a number of innovative modules that make lift truck data available to Romark's facility managers, helping to ensure the lift truck fleet is efficient and productive during Romark's busiest times.

- iPORT® enables the system to gather accurate data directly from *Raymond* lift trucks. The data is then accessed through a portal called the iWAREHOUSE GATEWAY®, which can be used to generate reports and benchmark lift truck and operator productivity; diagnose potential lift truck issues remotely; monitor impacts; and optimize lift truck capital and maintenance costs.
- iALERT® helps to streamline both preventive and planned maintenance by notifying the technician when scheduled maintenance is due or when there may be an impending issue. If necessary, the technician also can send a notification back to the iWAREHOUSE monitor mounted on the truck, instructing the operator to bring the machine in for service.

“Raymond offers top-notch quality, service and technology.”

**Ryan Ziegler**  
Director of Facilities Management  
Romark Logistics



## iWAREHOUSE Essential

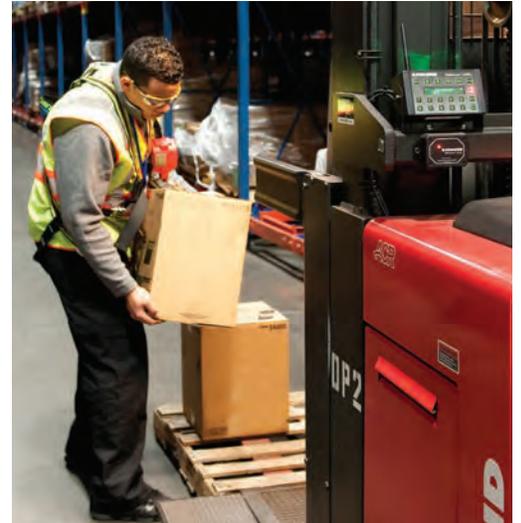
- iVERIFY® requires operators to log in to trucks and complete the OSHA-mandated operator daily checklist before the lift truck will start. If the operator's certification is nearing expiration, a message can be sent to the shift manager or human resources.
- iIMPACT® encourages proper operation by notifying warehouse and service managers if there is an impact or other significant events while the truck is in motion.

Romark is a performance-driven organization, and the systems allow the company to evaluate its service history, including costs and repair dates, to help determine if there are ways to improve costs by changing frequently repaired parts or examining whether an environmental issue may be causing the need for repairs. Romark constantly reviews the fleet to find out how it can be made better, which has helped the company become proactive about lift truck fleet optimization.

"Raymond offers top-notch quality, service and technology," says Ryan Ziegler, director of facilities management for Romark. "No other manufacturer that I've seen is capable of providing the depth of information that we can access with iWAREHOUSE. Paired with the durability and reliability of *Raymond* lift trucks, we anticipate that iWAREHOUSE will help us be more efficient and productive, and with the real-time reporting, I will be able to prove that we've accomplished our goals."

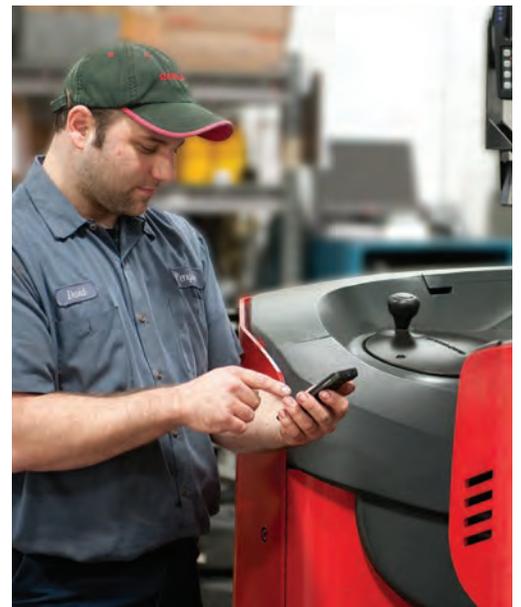
## » Success Leads to Collaboration

The successful relationship between Romark and Raymond has lent itself to collaboration on new solutions from Raymond such as iBATTERY™, a module enabling data-driven battery management by automatically notifying Romark's warehouse managers of key battery statistics. In addition, Romark has provided feedback and suggestions that Raymond has utilized to enhance the data reporting capabilities of the iWAREHOUSE GATEWAY system. Raymond then uses Romark's insights to continuously improve and enhance its services, helping Romark to achieve and exceed its material handling goals.



“iWAREHOUSE will help us be more efficient and productive, and ... prove that we've accomplished our goals.”

**Ryan Ziegler**  
Director of Facilities Management  
Romark Logistics



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