



Jungheinrich Logistics Systems. **Innovation through technology,** **processes and people.**

At the heart of creating its bespoke customer solutions is a commitment from Jungheinrich Logistics Systems to understand each organisation's unique business needs. By establishing the challenges, changes and customer base of an organisation today, Jungheinrich Logistics Systems can put in place the best solution to surpass aspirations for tomorrow.

One brand, one vision, one delivery.

End to End Automation.

Customer expectation is creating a massive demand for intelligent intralogistics and Jungheinrich Logistics Systems has positioned itself as a market leader by creating synergies between man, machine and software.



Organisations across manufacturing, retail and 3PL are being forced to face up to the challenges of a new customer experience led business model. As retailers search for the nirvana of same day delivery the pressure is on to drive efficiency, improve accuracy and reduce costs at every stage of the process. But what does that actually mean in practice? Simply adding faster forklift trucks or equipment to the warehouse is not going to address the inadequacies of outdated technologies and processes, while simply adding more conventional storage is not going to help an organisation meet the fast growing demand to pick individual items.

What is required is end to end, intelligent and holistic intralogistics systems that are designed to meet an organisation's bespoke business challenges. Jungheinrich is offering just that, by developing intralogistics solutions that manage the flow of goods and raise productivity to a new level. Encompassing consultation, analysis, and planning to implementation, maintenance, and training, they offer the optimal solution to meet each organisation's specific requirements.

Steve Richmond, director logistics systems, Jungheinrich UK, explains, "Jungheinrich is unique in its ability to offer unbiased advice based on customer need as opposed to a product based approach. We take a holistic perspective to offer best practice advice for each organisation. Whether manual, semi or

fully-automated, Jungheinrich can give the right solution for the right application."

Business led

Many organisations have similar challenges and objectives but every organisation will have its own idiosyncrasies from product range and service delivery to customer expectation and company vision. As a result there is no one-size-fits-all logistics model and no one-size-fits-all automation solution. While a fully automated solution is ideal for certain operations, others require a more manual system. Richmond says that



Steve Richmond

Jungheinrich is able to take a business led approach to intralogistics "simply because it is the only company in the market able to offer a complete solution - from trucks to racking, warehouse design and process change to software, systems integration to customer service, everything is under the Jungheinrich brand."

At the heart of creating this bespoke customer solution is a commitment to understanding an organisation's business needs. Richmond explains, "We want to understand the customer's problem, how the business has changed, the current challenges they face in servicing their customer base and their future aspirations."

And while the vast majority of customers want to improve productivity and efficiency and drive cost out of the business, they also want to ensure they retain the integrity of their service delivery. He adds, "No one wants to cut corners; the goal is to use automation to add value to the customer proposition."

In addition to understanding the business objectives, Jungheinrich also delves deeper into each organisation's intralogistics model, analysing not only the material flow but also the essential information flow that drives the supply chain. "It is this depth of understanding that enables us to give customers best practice advice and the best solution to meet their complete needs," he says.

CASE STUDY

Record Li-ion order for Jungheinrich.

Jungheinrich has received a major order for more than 1,000 lithium-ion vehicles. The firm reckons that this is the largest order ever awarded for vehicles fitted with lithium-ion batteries anywhere in the world - and the largest vehicle order volume in the company's history. The international business will employ the vehicles over the coming months in warehouses and distribution centres in Great Britain, France, Italy and Germany. More than 700 of the 1,000-plus industrial trucks will consist of vertical order pickers designed for use in narrow aisle warehouses.

Steve Richmond, Director - logistics systems, Jungheinrich UK, says "Jungheinrich has worked hard to ensure that it responds to customer demand for more efficient and economical solutions and lithium-ion technology has played a huge part in that response. It's great to see that our work has continued to see increased global demand as a result, and this order demonstrates the confidence our customers

have in Jungheinrich's ability to produce solutions that save time, money and resources, while improving health and safety."

In comparison with conventional lead-acid batteries, lithium-ion technology results in a substantial increase in performance. Produced at the Jungheinrich plant in Norderstedt, Germany, the batteries can communicate with the vehicle as well as the charging device.

In addition to high performance, the advantages of lithium-ion technology include faster charging times, zero maintenance and a particularly long product life. The fast and short interim charging times enable the virtually continuous operation of fleets on a 24/7 basis. Not only is there no longer any need for time-consuming battery changes but since neither gases nor acid are emitted by lithium-ion batteries, special charging stations equipped with expensive exhaust systems are no longer necessary.



Dynamic innovation

All too often conventional materials handling equipment suppliers become complacent, according to Richmond. Simply upgrading fork lift trucks or equipment on a three, five or seven year cycle is the easy option. The demands of a customer's business can change significantly within the life cycle of a standard product and it is critical that this is taken into account in such a dynamic customer led market. For companies that take these increasing demands seriously, automation is becoming a priority. However for the uninitiated it is easy to become overwhelmed by the sheer diversity of innovation and automation now available. Looking to work with a supplier that is taking a business-led rather than product-specific approach, will avoid the risk of investment cul-de-sac. "Without preconceived ideas, we can come into an operation with a fresh approach," Richmond says. "We can look at everything from ergonomics to productivity, serviceability, scalability and flexibility and recommend absolutely the right solution. "It is our obligation to offer best practice advice and not a solution that fits within a certain product range or product strategy. On occasion, customers may believe they need a fully automated system but, following a review and analysis of their operational needs, we may well offer a manual or semi-automated solution instead.



Conversely, where a client has used conventional equipment for many years, it may well be appropriate for a more automated solution to be implemented." As a recent example, for a leading ecommerce retailer Richmond explains that the customer had already deployed a manual order picking solution which in this case was indeed the right approach. However Jungheinrich was able to redesign the trucks to enable operators to go higher and pick faster. The ability to pick and store higher added a significant business value over the whole life cycle of the system. "We didn't just stop there," says Richmond. "We looked at the retailer's future needs and recommended the adoption of lithium-ion technology, which is one of the most important developments in the last ten years in the materials handling industry because it changes the way people operate."

Jungheinrich reckons that it currently has more lithium-ion vehicles in operation than any other intralogistics company. The firm says that as well as being the technology leader in the field and setting worldwide standards, Jungheinrich is the world's only "one-stop shop" for complete systems - from the charging device and the battery to the actual lithium-ion vehicle.

"On the flip side", says Richmond, "a global manufacturing company engaged Jungheinrich to evaluate material handling needs on an existing site. The business drivers were to free up space currently used for warehousing, and to allow the installation of additional manufacturing and packaging equipment to significantly increase the site's revenue capacity. In this instance, a move away from conventional fork lift technology to a purpose built clad rack structure, more than 30 metres in height with fully automated stacker crane technology, meant the increased capacity could be achieved and strategic business drivers accomplished."

Joined up thinking

Jungheinrich's end to end intralogistics model is key to gaining maximum benefit from innovation. Richmond says it is process and technology together that drive significant improvements in efficiency and cost reduction. "In today's warehouse environment everything interacts," says Richmond. "You may get small incremental gains from specific new systems or solutions but by linking

Jungheinrich thinks differently about innovation.

Throughout multiple industries ecommerce and changing customer demands are driving massive new pressures into logistics fulfilment. Every aspect of the warehouse environment should be reconsidered in the light of changing business needs and automation opportunities. Racking is a prime example. While traditionally viewed as a commodity item, the shift in picking requirements from fewer pallets to more individual item picks should prompt a more nuanced racking model.

Retaining the same pallet based racking when the business is now picking large numbers of individual items is highly inefficient and will result in a significant demand for more pickers. Instead, take a more considered approach. Look at the new material and data flows and think about the role of carton shelving and carousels for small item picking. Racking is not just a storage medium; by analysing an organisation's specific needs, Jungheinrich can deliver an intelligent storage solution that works as part of a company's picking and delivery model.

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everything together holistically, considering systems and processes, those small gains are multiplied - enabling organisations to meet the new, challenging, customer service driven business model."

For example, rather than simply adding faster forklift trucks to the warehouse, it is the use of software solutions and partial or full automation that will improve the accuracy and efficiency of the process to deliver significant improvements. Even rethinking the way racking and storage systems are designed can create significant benefits to a business.

Jungheinrich Logistics Systems delivers intelligent intralogistics to ensure that everything works in harmony between man, machine, software, and the individual application. This is true not only in small and medium sized enterprises but also in global companies with complex warehouse environments and a high degree of automation.

With one brand, one vision and one delivery, Jungheinrich Logistics Systems provides the complete intralogistics solution. Richmond concludes, "The core principles of being an intralogistics solutions provider are simple; we innovate in our products and we give the customer best practice solutions. Combining product innovation with the information flow, the material flow, and linking these through digitalisation, enables Jungheinrich to create the right solution for each customer's specific business drivers." ■



Raising productivity to new levels: Jungheinrich intelligent intralogistics.

To find out more about Jungheinrich Logistics Systems, please visit:
www.logistics-systems.co.uk or call 0800 357 457.

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