



Food, glorious food

Fresh produce, high performance and driver comfort for Costa Logistics.

Costa Logistics operates temperature controlled and perishable distribution centres in Australia, South Africa and China. Each year these centres move more than \$2 billion of product worldwide, involving more than 150 million individual units.

The Costa Distribution Centre in Victoria distributes fresh and perishable produce to 196 Coles supermarkets in Victoria from its purpose built facility. The centre receives, picks, packs and then loads the stock onto transport for delivery throughout the state. This high velocity operation handles up to 12,000 inbound and 12,000 outbound pallets every week and works 7 days a week, 52 weeks a year.

They have recently renewed their materials handling contract with Linde Australia on the strength of their previous experience with Linde equipment. Of the reasons to choose Linde, Tavita Sao, Costa National Logistics Manager, says, "Linde really

"12,000 inbound and 12,000 outbound pallets every week"

gave us no reason to tender. We had been with Linde for 7 years and had no hesitation on choosing them once again. We had dabbled with other brands but felt that Linde lift trucks give us greater operator performance through their highly ergonomic designs - and for us, performance is the key. All backed by a truly comprehensive service package."

Ease of operation

Costa currently use around 80 separate pieces of Linde equipment including EWR/60 ride-on pallet movers, N20 order pickers and E20 counter balanced forklifts. In line with industry standards, these are all electric powered to prevent any exhaust contamination to the fresh produce. Each of these material

handling units allows for greater ease of use through their ergonomic design features. One of the most impressive of these design features is the dual pedal operation. This is unique to Linde forklifts and allows the operator to move forward by pushing the right pedal down, and then reverse simply by pushing the left pedal down. A brake pedal can also be used but it is rarely required. The placement of hand controls and the driver's seating position were also regarded to be superior to those of other lift trucks. Indeed staff from a Costa operation in another state were familiar with another brand of lift truck, yet were pleasantly surprised by the superior comfort and ease of use of the Linde vehicles.

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Streamlined management

Apart from answering all of Costa's needs in regard to their focus on performance, Linde have also helped to simplify back office work at Costa through streamlined invoicing. Three years ago each truck was invoiced individually making it difficult and time consuming to manage the paperwork. The new streamlined invoicing helps reduce management time and allows for easier administration, especially during periods when there are staff changes at either end.

Costa also chose to take advantage of the new FleetFOCUS technology. Tavita is also looking forward to the benefits of this new technology, he says, "In the past we relied upon manual reporting in regard to performance indicators, so we're expecting this new automatic reporting will identify further areas for improvement in our operations."

The service of the Costa fleet is managed by a single point of contact to provide a fast response to any maintenance issues - crucial to the fast paced world of perishable produce handling. This is complemented by a monthly meeting with the Linde account management team who will use the FleetFOCUS data to present the Key Performance Indicators and to identify areas for improvement in both equipment and operator management.

With Costa Logistics and Linde working as a team, the customers of Coles in Victoria can be confident of finding their favourite fresh produce whenever they choose to go shopping. **■**

"Linde really gave us no reason to tender"



red dot design award winner 2008

Linde Material Handling has once again scooped one of the world's most coveted product design prizes. The "red dot design award" has been awarded to the eight tonne load capacity Linde H80/1100 diesel truck which can now also carry the title "product design 2008".

The red dot design awards started in 1955 and now is one of the biggest and most prestigious design competitions in the world. It attracts over 10,000 entries every year and the jurors are all renowned designers and design experts from across the globe. The award itself stands as a seal of quality and membership of the best in design and business. Past winners include Mercedes-Benz, Apple, Sony, Nokia and Adidas.

This year's red dot judges confirmed the design excellence achieved by

the two designers responsible for the Linde truck, Stefan Stark and Michael Mauer from Porsche AG, and praised the particularly high level of creativity, innovation and quality demonstrated by the product.

The award-winning truck from Linde Material Handling was chosen for a range of technical innovations that allow the driver to enjoy even more comfortable and ergonomical working conditions. The external design of the truck visually combines the defining attributes of agility, dynamics and efficiency, while the overall design boasts extreme comfort, precision operation and low operational noise. "Winning an award in a prestigious international design competition is a major indication whether a product has the potential to survive on the international

market", said Professor Dr Peter Zec, founder of the "red dot design award".

In the last few years, Linde Material Handling has won a "red dot design award" five times: in 2005 for the T20 SP - T24 SP electric pallet truck (best of the best); in 2006 for the H100 - H180 diesel and LPG truck; in 2007 for the E12 - E20 electric lift truck and the K combination truck; and this year for the H50 to H80/1100 diesel and LPG truck family. **■**

