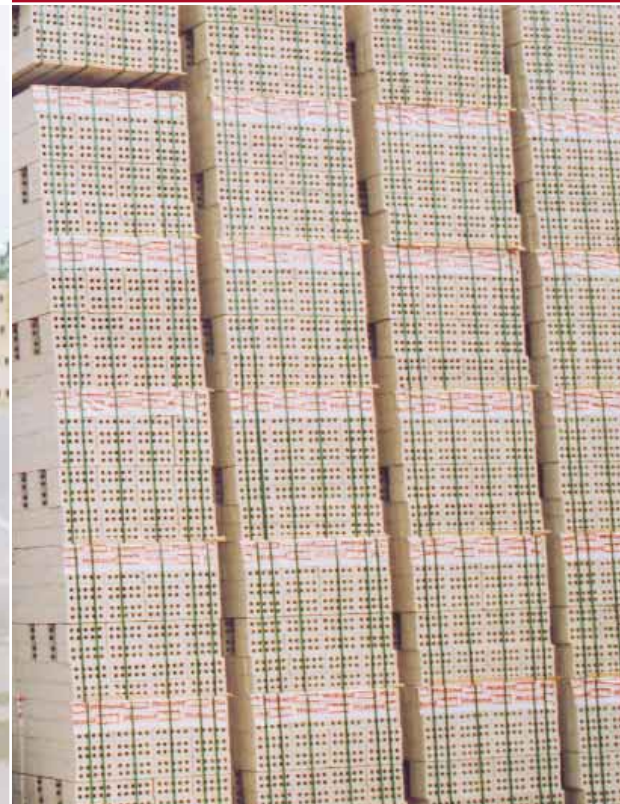


## Focus on operator comfort pays off for Midland Brick

**Client:** Midland Bricks  
**Location:** Western Australia  
**Application:** Brickyard  
**Equipment:** 2.5t – 8t Forklifts



**A detailed analysis of operator comfort, forklift running costs and truck loading cycle times has worked in Linde’s favour with the world’s largest brickyard switching to Linde diesel forklifts for its materials handling tasks.**

Midland Brick is the largest single site clay brick manufacturer in the world. It commenced operation in Western Australia in 1945 when a shortage in brick supplies encouraged brothers Ric and Gerry New to produce their own. Locating suitable clays in Middle Swan, close to the WA town of Midland, they founded the Midland Brick Company and commenced the manufacturing of bricks. In 1990 Midland Brick became a division of Boral.



## A P P L I C A T I O N   R E P O R T



With more than 200 trucks being loaded with bricks per day, the effectiveness of Midland's large forklift fleet and its 23 forklift operators has a major impact on productivity and customer service levels.

"While upfront costs are obviously a key consideration to any capital expenditure, there are some major issues with forklifts that have a far greater impact on our operation than any initial savings," explains Midland's Forklift Supervisor, Steve Darch.

"One of the most critical issues is the comfort and safety of our forklift drivers. Prior to switching to Linde we had an issue with many of the forklift drivers feeling very fatigued in the afternoon. Fatigue is a very serious safety concern

when operating forklifts, so I measured the number of movements a driver does with his legs and arms on one of the other forklift brands. I calculated that an operator on a typical day would go through 2,000 movements a day. Any driver that now operates the Lindes has no fatigue problem.

"The only problem is that any of our drivers who have operated the Lindes do not want to drive the other brand we still have in the fleet. In fact they really go crook. The Lindes are so much easier to drive, and less stressful because of the twin pedal system and the multi function control lever which allows the operator to control all mast functions with just minimal finger movements.

"Productivity is the other significant benefit we have achieved since we commenced switching to Linde. I measure the cycle times for loading a truck with both the 4.5t and 8t forklifts. I simply have the different brands carry out an identical cycle and put the stopwatch on them. The Linde completes the truck loading cycle in one and a half minutes less than our other brand. When you consider we have 23 drivers loading 10 trucks per day each, the productivity gain with the Lindes can save us over 5 hours per day," said Steve.

Linde forklifts achieve superior productivity through a combination of various state-of-the-art features. The ability to change direction at full speed, due to the non-skid characteristics of Linde hydrostatic transmission,

**"Productivity is the other significant benefit we have achieved since we commenced switching to Linde."**

Steve Darch – Forklift Supervisor, Midland Brick

*Linde*

**Left & Below:** With the typical cycle of picking from the stockpile to loading trucks, the Lindes offer superior cycle times, saving Midland more than 5 hours per day.



greatly reduces cycle times, while load-sensing hydraulics, precise tyne positioning and state-of-the-art ergonomics make life easy for any standard of operator.

Another factor for Midlands switching its fleet to Linde is the reduction in running costs as Steve Darch explains.

"This is such a harsh application. We carry the full capacity of the forklifts all day on fairly rough surfaces. We used to have a lot of brake problems. With the other brands we chew through two sets of pads and one set of drums per year. With such a large forklift fleet this becomes a very significant cost issue.

"The Linde Hydrostatic braking system has totally eliminated these cost because it doesn't have traditional brakes as such. The truck is braked automatically by the hydrostatic



**“Any driver that now operates the Lindes has no fatigue problem.”**

Steve Darch – Forklift Supervisor, Midland Brick



**Above:** All the Lindes are fitted with cabins and special tyre assemblies for carrying brick packs.

**Left:** Midland Brick’s Forklift Supervisor, Steve Darch.



transmission as soon as the operator eases up on the driving pedal. The hydrostatic transmission also eliminates other costly items such as the gearbox and clutch," said Steve.

There are now 22 Linde diesel forklifts operating in three Boral locations in Western Australia, including Midland Brick. They range in size from 2.5t up to 8t and are all fitted with special tynes to enable the carrying of brick packs around the yards and loading trucks.

**Linde manufactures an extensive range of forklifts, with capacities from 1.2 to 52 tonnes. The company has a national factory-owned customer support network and operates one of the largest rental fleets in the country.**

**For further information contact**

Linde Materials Handling  
5 Distillers Place,  
Huntingwood NSW 2148  
Phone: 1300 135 463  
Fax: (02) 9831 9556  
Email: [contact@lindemh.com.au](mailto:contact@lindemh.com.au)