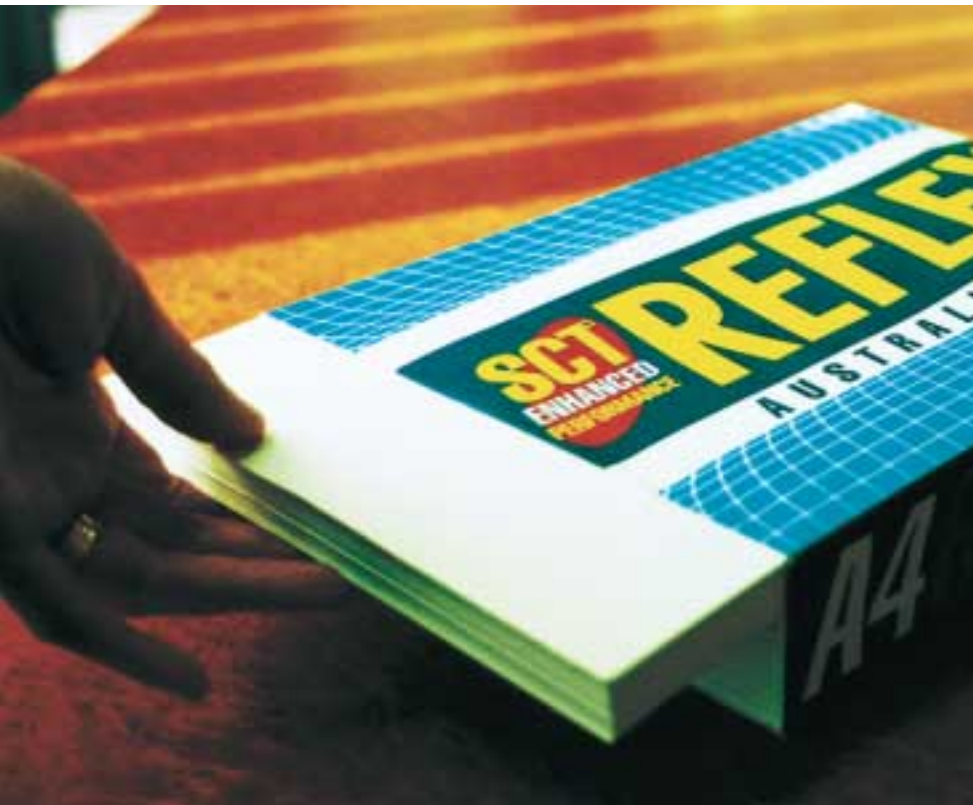




Linde rolls into action for PaperlinX!

Client:	PaperlinX
Location:	Chullora, NSW
Application:	Warehousing & Distribution
Equipment:	Stackers, gas engine forklifts, reach trucks, orderpickers, turret trucks



The past two years have been a dynamic period for Australia's leading paper products distributor PaperlinX, with the company experiencing:

- a demerger from Amcor
- listing on the Australian Stock Exchange
- three major acquisitions, including Spicers Paper
- the sale of four business units, including Edwards Dunlop Paper; and
- the complete restructuring of three major operations.

Coping with on-going change has required the company to develop flexible logistics management systems.

With a market capitalisation of around \$1.7bn, PaperlinX is one of Australia's top 100 companies. It has 4,000 employees, operations in 12 and sales in over 40 countries.

Above: Four Linde turret trucks provide fast cycle times in the very narrow aisle section of PaperlinX's Chullora DC.



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



Left: 10 Linde orderpickers are used for all PaperlinX's high level picking requirements.

keeping units (SKUs), with product stored on both reels and pallets. The DC also has production activities on-site with some converting, manufacturing and guillotining activities done locally for specialty products and urgent requirements.

To cater for this varied stock holding and on-site production activities, the DC has a complete range of materials handling equipment and storage options.

"To constantly align the warehouse and distribution activities with the dynamic nature of our production and marketing activities over the past two years has been a real challenge.

"So far, we've haven't let logistics hinder any progress. A key reason for this is the importance we place on the supply chain," explained PaperlinX's Planning and Support Manager, Tony Corona.

"PaperlinX management are very focussed on supply chain issues, and they view logistics as one of our true competitive advantages. To emphasise this focus and ensure our logistics strategies and goals are sustainable, PaperlinX created a new division named Synergex, which is responsible for the group's logistics.

PaperlinX has a vertically-integrated operating structure. It produces more than half of its pulp requirements from its own local mills and manufactures a wide range of products. The company manages its supply chain and markets products through its own worldwide infrastructure.

The combination of its effective structure and powerful brands has positioned PaperlinX as Australia and New Zealand's largest manufacturer, merchant

and distributor of paper. Key products include communication papers (mostly office papers used for printing, copying) and high performance packaging papers. PaperlinX's flagship brand is REFLEX (office paper).

Highlighted to its shareholders as a key company strength is 'leading edge logistics'. The company's sophisticated 23,000 square metre distribution centre (DC) at Chullora in Sydney houses 17,000 tonnes of paper comprising 3,000 stock

“My operators prefer the Linde trucks ... they find them a lot more comfortable, very quick and, most importantly, simple to use.”

Tony Corona – Planning and Support Manager, PaperlinX



Left: Linde Stackers are used for moving paper to and from the guillotining process.

Below: Linde electric reach trucks handle the majority of the 17,000 tonnes of paper stored in PaperlinX's Chullora DC.



“In addition to high level management support, another critical function that impacts on the efficient running of our DC is the materials handling equipment and, more importantly, the support behind it,” said Mr Corona.

Providing PaperlinX with flexible handling resources, the Linde materials handling fleet includes:

- seven reach trucks
- ten orderpickers
- nine gas counterbalanced forklifts
- four turret trucks, and
- six walkie stackers.

With the DC operating from 5.00am through to 11.00pm, most of the Lindes are working up to 18 hours a day on tasks such as loading/unloading trucks, moving product to and from production areas, full pallet retrieval and placement, and orderpicking.

“We could have sourced a cheaper option than Linde but, with our dependence on



“As good as the Linde products are, the real pleasing aspect for me has been their level of support.”

Tony Corona – Planning and Support Manager, PaperlinX



Above: Tony Corona, Planning and Support Manager, PaperlinX

Left: PaperlinX’s Linde fleet includes narrow aisle reach trucks and gas forklifts fitted with clamps for paper roll handling.



requirements, from pallet trucks and stackers through to turret trucks, direct from Linde,” said Linde National Sales Manager, Chris Burns.

“The quality and operating characteristics of the equipment is consistent and our factory-trained support personnel only have to focus on a single brand.”

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

reliability and productivity, any premium paid for the results we’ve achieved is well worth it,” explained Mr Corona.

“They’re reliable, tough and have complemented our productivity targets with excellent travel and lift speeds.

“As good as the Linde products are, the real pleasing aspect for me has been their level of support. I have heard and read many service promises from other forklift companies over the years, but none of them have delivered to my satisfaction.

“Linde have now set my benchmark for forklift support. Their mobile technicians are experts in their products, spare parts delivery is quick and their response to problems is faultless.

“The standard of their forklifts is a bonus above the service level. My operators prefer the Linde trucks ... they find them a lot more comfortable, very quick and, most importantly, simple to use,” added Mr Corona.

“Users like PaperLinX that need a diverse range of equipment benefit from being able to source all of their handling