



Jon Caroe (Linde) and Maria Cugliari (Sealed Air).

Rapt, sealed and delivered

How Linde helped Sealed Air go green.

While you may not recognise the name, you'll certainly recognise the products. Sealed Air brands, such as Bubble Wrap® cushioning, Cryovac® food packaging technology and Jiffy® protective mailers reach nearly 80 percent of the world's population. Their products protect and preserve so many different items and products as they travel from the plant or warehouse through the rigors of the distribution chain. They also provide an appealing merchandising presence for retail display – especially in the food industry.

Sealed Air recently chose Linde Australia to provide them with a complete materials handling solution. The tender process involved 14 different providers

and this was eventually reduced down to 3 companies who were asked to provide an on-site demonstration of the different vehicles.

Genuine credentials

Luke Satur, Strategic Sourcing Manager, Asia Pacific for Sealed Air says, "Our packaging and performance-based materials business covers a broad spectrum of food, medical, industrial and consumer applications. As such we require quite varied material handling equipment. However, our main priority was to find a supplier whose products has positive environmental attributes and who could also provide effective management of the fleet and cater to

our needs throughout the entire Asia Pacific region."

For many years now Linde has been developing products with a view to being as environmentally responsible as possible. Features such as braking system re-generation and fuel efficiency maximisation have placed Linde at the forefront of 'green' technology providers. Other features such as the hydrostatic transmission improve usability and therefore productivity.

In addition to the environmental aspects, Linde also places great emphasis on operator comfort and usability to allow even great gains in efficiency. As Luke says, "One of the reasons we selected Linde was that they proved to be the most ergonomic in regard to operator comfort."

The range of lift handling vehicles supplied to Sealed Air by Linde cover a broad range of sizes and applications. These range from flame proof vehicles, stock pickers and standard lift trucks. In line with Sealed Air's environmental aims, they are also currently migrating their fleet from gas to electric power.

The fleet is currently 34 strong across 3 separate sites in different states and is still growing in size.

Management made easy

Naturally with such a variety of vehicles in different locations, the administration of the fleet could become complicated or confusing, especially to someone who is unfamiliar with the finer details of forklift fleet management. Maria Cugliari is Sealed Air's Purchasing Officer and is responsible for the administration of the fleet. Linde have been able to assist her in managing the fleet by providing one single invoice each month and a dedicated account manager to advise her on the best solutions for any particular issue. These

service level agreements also cover the ongoing operation and maintenance requirements with the floor managers at each site having a single point of contact within Linde to action any necessary work.

As Maria says, ". We value the consultation Linde provides. If we need a new truck for a specific purpose, such as stores, then we simply tell Linde what it is we are lifting and where and they will come back and tell us the best truck for our needs. We rely upon the integrity of their advice to be correct, and so far it has."

As the relationship further develops, Linde will be able to provide Sealed Air with operational reports including Key

Performance Indicators (KPI's). This regular reporting will aim to provide further advances in productivity while continuing to achieve better environmental efficiency.

The key to this remote reporting is the new Linde Fleet Focus management system. This integrated fleet management system can control individual units and even control driver access so only those qualified can use any particular machine. It delivers automatic usage reports which allows close analysis of the usage and makes any opportunity for improvement much easier to identify.

Sealed Air in partnership with Linde is now continuing to monitor and expand their fleet throughout the Asia Pacific region. As the relationship moves forward, it is expected that further gains in productivity will be made while also continuing to meet the stringent environmental standards set by Sealed Air. **L**

"Our main concern was to find a supplier whose products had genuine green credentials."

SOLIDEAL WORKING TYRES THE WISEST INVESTMENT

For optimum performance, reliability and cost savings over the life of a tyre, it has to be Solideal from Bearcat.

The largest range. An expert team. Real results. Real savings.

Bearcat – proud supplier of Solideal tyres to Linde. Contact us for a full catalogue and professional assessment.



Shervall Bearcat 08/117



www.bearcat.com.au

AUSTRALIA'S LARGEST DISTRIBUTOR OF INDUSTRIAL TYRES

Sydney (02) 9688 8888 Melbourne (03) 9931 0237 Brisbane (07) 3375 6808 Adelaide (08) 8262 8699 Perth (08) 9353 5788 Email richard@bearcat.com.au

