

Linde taking the heat for Roberts Wool

Client: Roberts Wool
Location: Tasmania
Application: Warehousing
Equipment: Linde 2.5t forklifts



“Many years ago I was visiting a wool store in Melbourne and noticed when the smoko was over the forklift drivers raced to get to a Linde forklift,” recalls Roberts Wool Administration Manager, Martin O’Byrne. “I asked the manager what was going on, and he explained to me all the reasons why the drivers preferred the Linde. Ten years later we have a forklift fleet that is almost exclusively the Linde brand.”

“Life in a wool store is really tough for a forklift,” Mr O’Byrne continues. “Until we changed to Linde, we were like every other wool store, that is, frustrated with forklift overheating problems. This major problem with conventional forklifts is caused by fibres getting sucked into the radiator. By being completely open underneath, they act like a big vacuum cleaner.

Above: Roberts Wool’s Martin O’Byrne at the controls of the Linde 39X, 2.5t forklift.



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



“The Lindes have a fully enclosed chassis so there is very limited airflow underneath. The air intake is actually much higher up through the front of the chassis, so it is not attracting all the fibres from the ground. Forklift downtime is an efficiency killer. This simple design difference has had a major impact on our operation,” added Mr O’Byrne.

With a 28,000 bale capacity and annual sales in excess of 65,000 bales, Roberts Wool markets the majority of wool grown in Tasmania. It’s a division of a great Tasmanian success story – Roberts Limited. Established in 1865 as an auctioneer and general merchant, Roberts has grown with Tasmania, developing a number of business activities in

both the agriculture and real estate sectors.

The company is involved in the traditional pastoral company activities of wool broking, livestock agency, farm merchandise and rural finance but also has interests in real estate agency, farm machinery distribution, wool buying and exporting and sub-divisional development.

The group employs around 685 people and has an annual turnover of more than \$1 billion (including sales on behalf of clients).

Roberts Wool sells wool on behalf of growers by auction or direct sale to both exporters and overseas mills. Its services for wool growers include; specialist technical and marketing advice on breeding

for improved wool production; consulting on more efficient shearing shed management; re-classing, re-packing, weighing, sampling, auctioning and exporting; and modern wool stores with specialist handling facilities, including dumping.

While forklift downtime has a critical impact on the wool store, the most important criteria evaluated for forklift decisions, according to Mr O’Byrne, is always the wellbeing of the operator.

“Our guys are on the forklifts for a minimum of eight hours per day, so the comfort and ergonomics of a forklift is critical. Our experience shows that a fatigued driver is less productive and vulnerable to mistakes, and mistakes on a

“Our drivers absolutely love driving the Lindes.”

Martin O’Byrne – Roberts Wool Administration Manager



Left: The introduction of the Linde 39X into the Roberts Wool store has set new standards with regard to fuel economy and maintenance costs.

Below: The Roberts Wool’s store has a 28,000 bale capacity.



forklift are dangerous to the driver and everyone around them.

“Our drivers absolutely love driving the Lindes. Unlike with other brands, they have no feeling of fatigue after driving a Linde for a day. The combination of infinite control, spacious cabins, and hydrostatic transmission help set these forklifts apart from the rest.

“The exciting thing for our drivers is the introduction of Linde’s 39X. We bought our first one some 12 months ago and this new model offers a quantum leap with regards to comfort, safety, productivity and running costs. The fuel economy is amazing and tyre problems have virtually been eliminated.



“The new Linde is just so far ahead of other forklift brands.”

Martin O’Byrne – Roberts Wool Administration Manager



Above & Left: The low entry step and spacious cabin contribute to making the 39X an industry leader in regard to driver comfort.

“This new Linde is just so far ahead of other forklift brands. We could definitely save money upfront by going with other brands but any premium we pay for the Lindes is so easily justified on all fronts. We’re saving money,” said Mr O’Byrne.

Linde claims that users can save up to \$29,500 in running costs over a five year period, compared to other leading brands. Using manufacturer’s specifications on a 2.5t diesel forklift, the fuel savings alone equate to \$16,000 over 5 years

- based on a conservative fuel cost of 88 cents/litre. And, due to the non-skid characteristics of the hydrostatic controls, users have two less sets of tyre replacements, plus 1000 hour service intervals means the 39X needs 40 less services over a 5 year period.

In addition to these figures, running costs are further minimised through the elimination of expensive and maintenance-intensive parts such as the mechanical clutch, gearbox and conventional brake.

For further information contact

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