

ELECTRIC WAREHOUSE END-RIDER & CENTER-RIDER TRUCKS

Stop Retraining and Start Retaining
in Three Simple Steps

IMPROVE ERGONOMICS | DECREASE DOWNTIME |
INVEST IN YOUR EMPLOYEES & INCREASE YOUR ROI

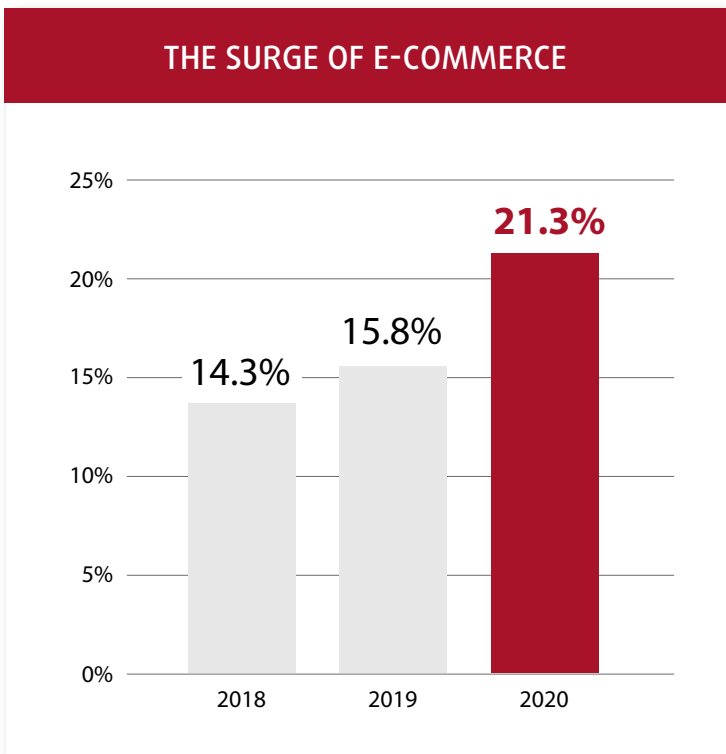


THE RISE OF E-COMMERCE

The e-commerce industry has seen an incredible surge in demand.

Although online shopping has constantly been on the rise, the onset of COVID-19 forced consumers to avoid brick-and-mortar shopping; therefore, in 2020, online shopping accounted for an incredible jump of 44% year over year, according to Digital Commerce 360 estimates. And estimations on e-commerce growth in 2020, compared to 2018 and 2019, have noted more than a 5% percentage point increase, representing without a doubt the “biggest year-over-year jump for U.S. retail sales ever recorded,” according to Digital Commerce 360. This explosive growth has forced retailers to explore ways to keep up with the demand and has challenged operations to look beyond the price tag on their equipment and into a more holistic approach to productivity.

Online Shopping
— UP —
44%
IN 2020



This white paper will discuss how to **stop retraining and start retaining operators by investing in your employees and increasing your return on investment (ROI) by arming your fleets with superior ergonomic forklift trucks like the Linde end-rider and center-rider trucks.** We will also discuss how investing in your operators will help meet and exceed your customers' productivity and efficiency demands with less fatigued operators. By shifting the focus to your operators, ensuring their comfort leads to happier forklift drivers who are more alert and productive, which ultimately produces less downtime and more money in your pocket.

Companies rely on you as their long-term solution provider to handle the logistics of their operation. They are counting on you to keep their businesses moving by fulfilling and transporting their products and goods. Your logistical operation needs a comprehensive solution to move products efficiently while also keeping your operators confident and comfortable to meet those demands.

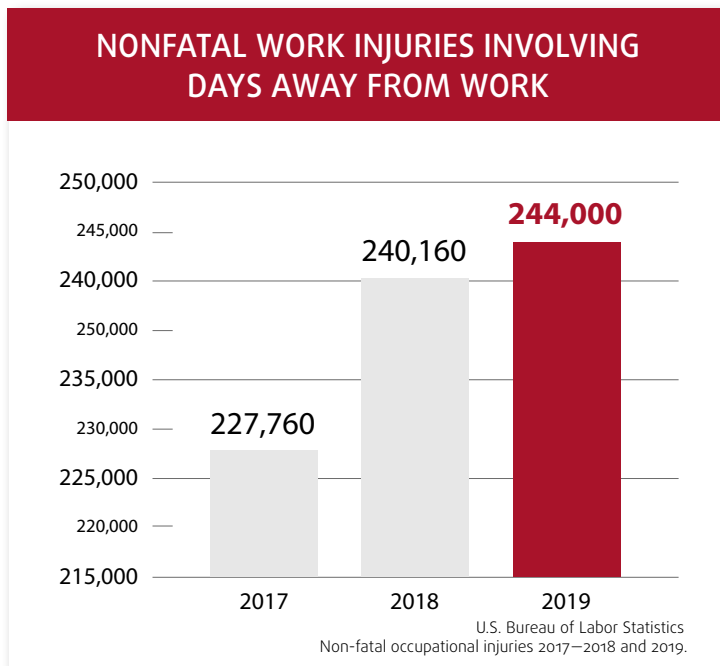
We believe that investing in your employees by providing ergonomic equipment ultimately decreases downtime and increases your ROI. Keep reading to find out how your operation can stop retraining and start retaining.



IMPROVE ERGONOMICS

Manual material handling tasks require great physical effort, often to the detriment of the worker. In addition, these tasks are extremely taxing and often fatigue the operator, causing decreased productivity, downtime due to injury, and ultimately employee turnover due to occupational stressors.

Working in a busy logistical operation takes diligence on every front and requires the operator always to be alert. But in a dynamic environment, if the operator isn't using comfortable equipment, their productivity and efficiency are negatively affected.



Ergonomics

Keeping operators comfortable by offering a generous operator platform gives drivers larger foot room and enables the operator to change positions smoothly. This feature prevents awkward movements and positioning and helps decrease the likelihood of fatigue, pains, and strains. Additionally, as trips and falls are a considerable contributor to workplace injuries, it is equally essential that mounts and dismounts on the truck are easily attainable.

Providing your operators with a forklift truck with the lowest platform to step on and off the truck keeps your operators confident and less strained as they seamlessly step on and off the platform.

DECREASE DOWNTIME

Time is money, and that phrase couldn't be more accurate than with unexpected downtime. Not only that, but when your equipment isn't running due to lost time from an employee injury, you're not only losing money by not moving products, but you're also losing substantial funds in medical and lost-wage expenses. In 2018, 900,380 nonfatal work injuries resulted in days away from work. Of those injuries, 27% attributed to slips, trips, and falls, according to the Bureau of Labor Statistics (2020).



According to the 2020 Liberty Mutual Workplace Safety Index (WSI), disabling workplace injuries cost employers over \$59 billion annually in direct costs, including medical expenses and lost-time wages.

And out of their list of top 10 disabling workplace injuries, the following made the list:

- Slips & Trips without Falls
- Falls on the Same Level
- Running Equipment or Machines
- Awkward Positions

Accounted for **\$59 billion** in direct employer costs

[The 2020 Liberty Mutual Workplace Safety Index](#)

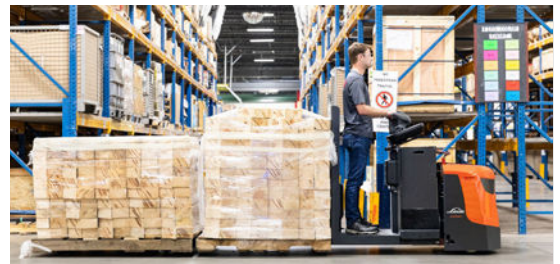
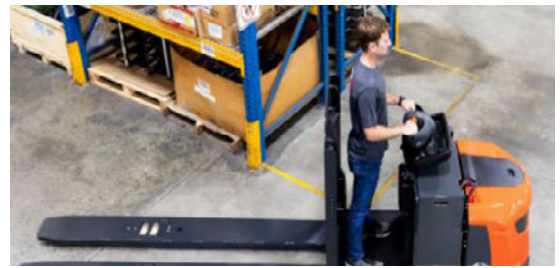


Caption 6.5/9 Goes Here



Caption 6.5/9 Goes Here

INVEST IN YOUR EMPLOYEES



It is also crucial to your bottom line that your operators are happy and confident while transporting products.

Lost-time incidents occur due to fatigued drivers caused by poor positioning from inadequate truck design. This disruption causes a decrease in productivity and increases the potential for employee turnover due to work stress. The deliberate ergonomic design of the Linde center-rider and end-rider trucks keep operators alert, more comfortable, and ultimately happier in the role they play.

With Linde end-rider and center-rider trucks, you can be assured of improved truck efficiency and performance, with longer maintenance intervals, confident and happy operators, and financial flexibility, with decreased operational costs.

ROI

When you invest in your operation and employees, **your ROI will be unsurmountable**. Decreasing operator injuries by using electric walk/ride trucks instead of manual power jacks will enhance throughput and efficiency, keeping your employees working by keeping them confident.

Linde Material Handling is a trustworthy brand offering a line of trucks you can depend on in your warehouse operation, offering you material handling solutions for today and tomorrow and cost-effectively enhancing your productivity. **Linde MH knows the importance of providing value and saving companies money in the long run.**

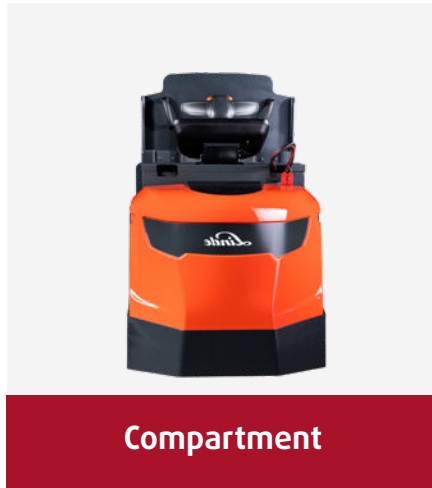
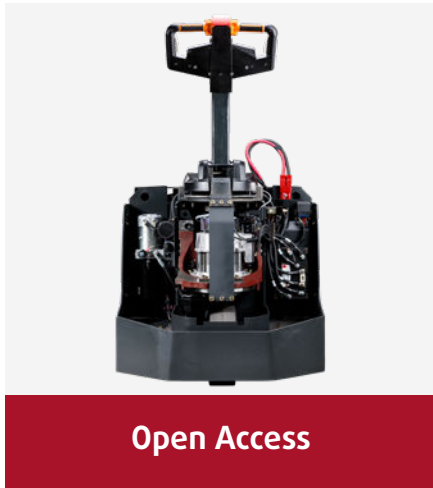
INCREASE YOUR ROI

Maintenance

These trucks come with a limited number of parts that make serviceability a breeze. In addition, the one-piece cover provides noise reduction and full access to critical components.

Linde MH products have service intervals that are 75% longer than our competitors. **Linde MH trucks can run up to 1,000 hours before needing scheduled maintenance** versus 250 hours for our competitors. In comparing our maintenance intervals with our competitors, operations equipped with Linde MH trucks will see considerable savings in total costs year after year.

Linde MH products are here for the long haul, with substantial truck designs and longer service intervals. Including maintenance, intervals to extend your fleet's working life without costing your company more money in the long run.



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There are many components to consider when looking at the total cost of ownership (TCO) and ROI in finding the right forklift trucks for your operational fleet. In addition to the obvious considerations of upfront costs, it is equally as important to look at the larger picture of whether a cheaper product will end up costing you more in the long run. For example, what will your recurring costs be, and what will your costs or savings be year over year? And will the asset you invest in be a good value for your operation over time? With the Linde End-Rider and Center-Rider trucks, our **competitive upfront costs, along with overall year-over-year savings from longer service intervals**, will give you greater financial flexibility without having to compromise on quality.

Like any other mechanical machinery, a forklift must have scheduled maintenance to maintain performance, reliability, and longevity. **But having the ability to extend those maintenance times keeps more money in your pocket, with longer run times and operator productivity.**

In addition to having trucks in your fleet that have longer service intervals, having full access to critical components when needed keeps your trucks running on the floor quicker and more reliably.

CALCULATE YOUR PRODUCTIVITY

The following is an example of an analysis a company can perform to understand how transitioning from manual to electric trucks can affect their bottom line.

Example: Regional Beverage Distributor	Calculate Your Productivity	
Route driver with manual equipment		
Average salary	\$ 50,000	\$
Annual turnover cost 25% rate x 21.4% salary	\$ 2,675	\$
Work-related injury rate 4.25% x \$38,000 cost	\$ 1,615	\$
Soft costs from work injury 4x (\$1,615)	\$ 6,460	\$
Productivity factor 0.00 of salary	\$ 0	\$
Annual manual equipment cost	\$ 400	\$
Total factored cost per driver	\$61,150	\$
Employee with electric equipment		
Average salary	\$50,000	\$
Annual turnover cost 13% rate x 21.4% salary	\$ 1,391	\$
Work-related injury rate 2.0% x \$38,000 cost	\$ 760	\$
Soft costs from work injury 4x (\$760)	\$ 3,040	\$
Productivity factor 0.10 of salary	(\$5,000)	\$
Annual manual equipment cost	\$ 2,400	\$
Total factored cost per driver	\$52,591	\$
Factored savings per route driver \$8,559 / year		\$ /yr
Total savings across 48 drivers \$410,832 / year		\$
Required revenue to offset costs related to the use of manual equipment at a 10% margin.		

Example (Regional Beverage Distributor) based on customer research and feedback for illustration purposes only. Values do not originate from a specific user experience. Projecting actual reductions in injury rate and productivity is unique to each industry, company, and unique operation factors. The examples and analysis format provided herein are meant for illustration and educational purposes only, and no guarantee of benefit is implied by KION North America or its agent.

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Linde Material Handling

