



Material Handling Products Group

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3PL Providers and Bendi Forklifts

Third Party Logistic Providers are in the business of selling the time of their management & labor force and the space of their building. Bendi forklifts save labor force time by moving more pallets per day per worker than any other forklift* and by storing more individually accessible pallets in a building than other storage methods. These tremendous saving in time and space transfer directly to the bottom line of the 3PL. **3PL's sell time and space and Bendi forklifts save large amounts of time and space.**

If X number of pallets stored and shipped in a facility generate Y amount of receivables for the 3PL, then X + 20% number of pallets stored and shipped will generate Y + 20% amount of receivables.

Bendi forklifts do every job that a regular forklift does – bulk storage – dockwork (even overseas shipping containers) – climbing ramps – working in a paved yard – work standard width storage aisles. They also work in VNA (very narrow aisle) rack systems for great storage density that regular forklifts cannot work in. Bendi forklifts also have a unique ability to work in VNA aisles with oversize “awkward” pallets and they work with push/pack rack systems in smaller aisles than any other type of “do anything” forklift.

Bendi forklifts are easy to train operators to drive because they drive like a car. After 15 minutes of instruction, any new driver can pull a pallet in a VNA aisle with a Bendi. This is a huge contrast from a first time driver learning to drive a reach truck in a much bigger aisle. If employee turnover is significant, the Bendi delivers huge savings.

Bendi forklifts reduce or eliminate rack and product damage because the rear of the truck does not “swing” in the aisle and all the action takes place in an unobstructed view to the work zone on the side of the truck. Reach trucks with rookie drivers damage product and rack for about two weeks while they learn their truck because it is so different from a car. Reach trucks provide poor visibility to the work zone.

The Bendi can work any size aisle, the aisles do not need to be identical. It works without rail or wire guide systems. The means that warehouse layouts can change or even buildings can change and the truck still produces. The Bendi idea transfers readily to any application.

*Bendi forklifts are safe and legal to transport pallets in a straight line while lifting or lowering them. The Bendi arrives at the pallet location with the load already lifted and spends 15 seconds or less to put the pallet away and leave. Reach and counterbalanced trucks cannot legally or safely do this. The mast is marked for beam heights so the full pallet removal is done in even less time. A seated driver in a comfortable custom fitted work station will be more likely to stay with a truck and work longer with his piece of equipment than one who stands.

With the fast in-rack production of the truck and the ability to do dockwork combined, the Bendi will always allow the end user to have fewer pieces of equipment and fewer operators. (One eliminated operator cost per year pays for 3 Bendi leases.) The Bendi can eliminate the double handling of pallets in and out of the facility. A dockworker no longer has to spoon feed the in-rack machine and these operators don't have to wait for each other. Landoll has many customers using big reach truck aisles who invest in a few Bendi units just to improve pallet handling efficiency, not storage density.

A warehouse can be looked at as a living, breathing entity that breathes pallets in and out. All of the expenses for square footage, management, labor, utilities, taxes, insurance, maintenance of building and equipment, equipment and rack costs are supported by how many pallets can be stored and moved. An increase in storage and production from the facility multiplies across all those costs.

Square footage generates the biggest savings. If a building is 250,000 square feet and the cost per square foot per month is .50, a 20% gain in pallet positions is worth \$25,000 per month. That monthly savings makes 19 Bendi units FREE to lease over a 5 year term. Few, if any, companies have that big an appetite for Bendi units so the biggest portion of the money goes to the bottom line.

One smart way to make money in warehousing is to store pallets based on velocity of movement. Some product is best stored a wide enough aisle so that picking units can pass in the aisle for "highball velocity" floor level picking (8 foot wide aisles works for pallet trucks). Usually only 20% of product in an application will be considered "fast moving". The other 80% of product are slow to medium movers. Storing the slower movers in smaller aisles will allow more total storage or more space for more, wider aisles to provide more of those limited floor level picking locations. The Bendi does the dockwork and stores and retrieves pallets everywhere regardless of aisle size.

Bendi has state of the art AC technology that eliminates motor brushes and contactors while improving controllability, lift /lower speeds, brake life (foot brake is rarely used due to strong "regen braking" built into the control system), and battery life per shift is improved due to a more efficient system. Maintenance costs on this truck will be very low for a VNA type unit.

The used equipment market has a big appetite for a scarce commodity – used Bendi units that do all jobs. Much of the extra acquisition cost of a Bendi is recovered at the trade in time due its high retention of value. Reach trucks are worth practically nothing at trade in time.

Please ask your Bendi dealer to show you a spread sheet that compares pallet storage costs of the Bendi method to reach and counterbalanced systems. It shows that reach trucks do not save customers much money over counterbalanced trucks. The space reduction savings of reach trucks are eaten up by the cost of extra equipment and operators for the double handling of pallets in and out of the facility. The Bendi method blows both reach and counterbalanced trucks away in minimizing the total cost of a storage system.

Any 3PL that has its eyes open to new profit opportunities, should invest in a couple of Bendi units to prove all the above to themselves, if they are cautious about going in full bore from the start.