

# Warehousing Cost Reduction

## With Landoll Corporation

### The FREE Forklift Company

***TOTAL***  
WAREHOUSE

**833-868-2500**  
**[totalwarehouse.com](http://totalwarehouse.com)**

SLT30AC  
Drexel  
on Wire  
56"  
Wide  
Aisle  
258" Lift



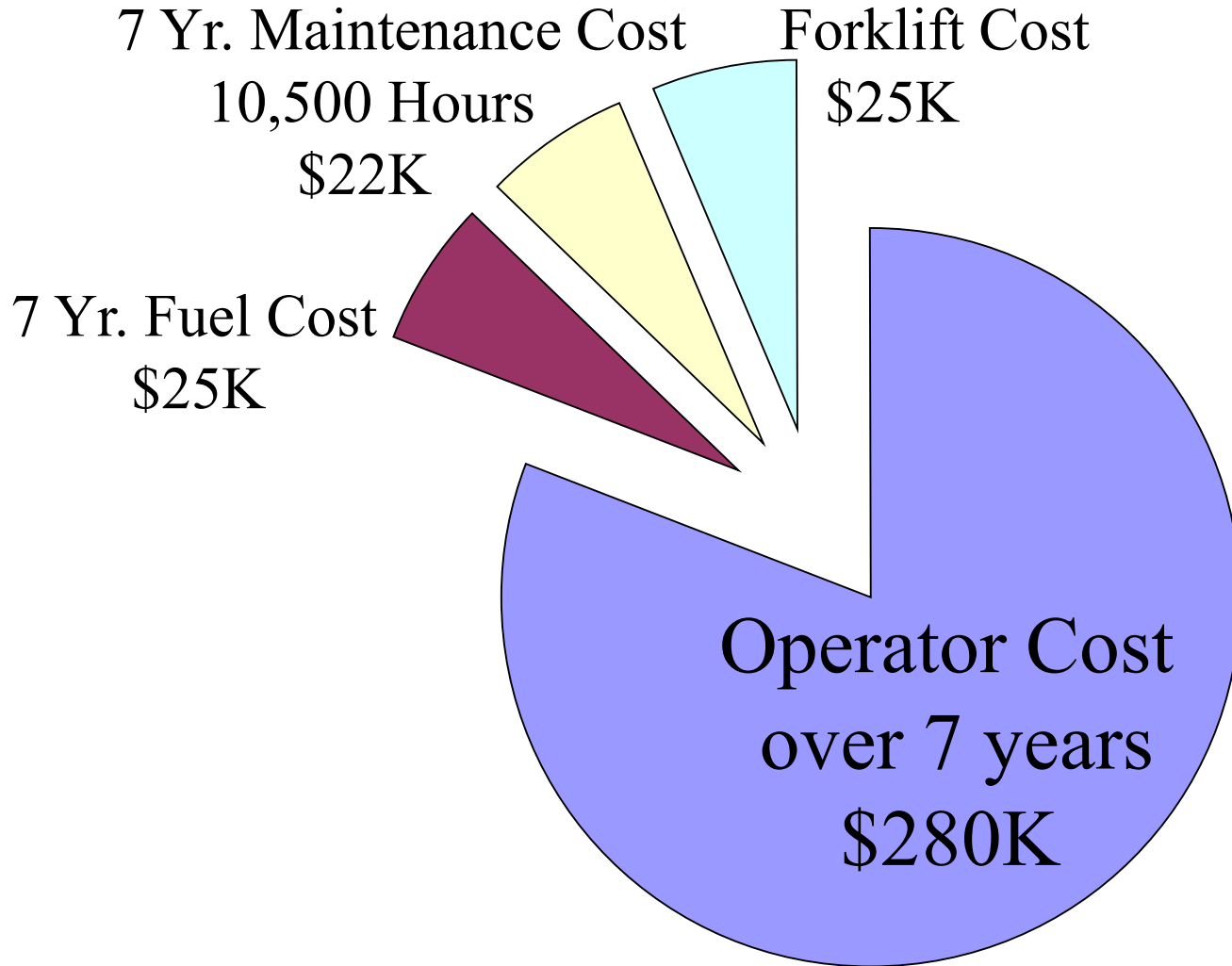
- Bendi  
B40/48E  
with  
258" Quad  
and  
S/S F/P
- 7 Foot  
Aisle



# Our Basic Idea

- Landoll Products Justify themselves with Cost Savings from Storage Applications.
- We don't Sell these Machines. They pay for Themselves and We give Them Away.
- Forklifts in VNA Storage = Huge Facility Savings.
- One Driver does Every Forklift Job.
- He/she stays Busy and Productive-No Waiting.
- When a Consumer Understands that the Landoll Machine is Money in the Bank, We do Business, and Help the Customer.

# This is a Standard LP Forklift



**7 Year Operating Cost = \$352,000**

# Even a Standard Forklift and Operator Mean a Large Investment

- Most of the Money is in the Operator (80%).
- That total Investment represents X amount of Production or Product Movement.
- Any Production Increase (percentage) times the whole pie (Investment) equals the Value of the Production Increase to the Client.
- \$352,000 investment X 15% increase in production is a \$52,800 Value.

# There Are Six Main Ways That Landoll Saves Money for the User

- 1. We Save Space and All Related Costs!
- 2. We Improve Productivity in Pallet Storage and All Other Machine Functions in the Facility!
- 3. We Eliminate Rack and Product Damage with Present and Future Operators!
- 4. We provide for Improved Productivity In Picking!
- 5. No need for Special Costly Building Features like Wire Guidance or Super Flat Floors!
- 6. Landoll Machines are Worth a Lot More than Competitive Trucks at Lease End!

# Get Full Use From the Customer's Biggest Asset

- Land and Building are usually the largest fixed assets or costs to your customer.
- Landoll Forklifts can improve storage density by 20% to 60% depending on the existing system and the truck selected.
- The Bendi will improve storage in a counterbalanced operation by about 40%.
- 40% of a company's real estate cost is worth many FREE Bendis.



# Bendi IC Productivity

- Prime Source Inc. has operated a Bendi IC unit for a year working beside a reach truck.
- They document that the Bendi handles twice as many pallets every day than the reach does in reach truck sized aisles-9ft.
- At \$340K total cost over seven years that reach truck costs \$48.5K per year.
- Since a Bendi costs about \$12K to lease per year, that productivity difference is worth four (4) FREE Bendi units-no extra space.

# What does it Cost to Move or Stage a Pallet?

- We see from our pie chart that it costs \$352,000 to own a fork truck over seven years.
- At 25 pallets moved per hour X 1500 hours per year X 7 years that truck moves 262,000 pallets.
- It costs \$1.35 to move or touch a pallet. Double handling (staging) is expensive.

# What does Staging Really Cost?

- Double handling 5000 pallets in and out a facility per year costs \$13,000 extra or one FREE Bendi per year on a lease basis.
- If you can convert 1200 sq. ft. (30' X 40') of staging space to rack space you've paid to upgrade one counterbalanced unit to a Bendi.
- Staging can slow operations to a crawl with inbound and outbound product in the way.

# What does Staging Really Cost?

- If you have an operation that uses “dockworker” machines and operators and “aisle worker” machines and operators, there is a lot of wasted time as one operator waits for the other operator to do something. Plus you pay for 2 machines.
- One Bendi and one operator can replace both machines and 2 operators. The saving of one operator salary will pay for the lease on 3 Bendi units.
- A Bendi can be purchased for the same money as a regular forklift and a reach truck. Maintaining and fueling one Bendi is less expensive maintaining and fueling an forklift and a reach truck.

# Where Else can we save Money? Space and Staging are just the Beginning of the Savings

- Bendi and Drexel forklifts virtually eliminate rack and product damage.
- Fewer units with fewer operators can usually work a facility. The money is in the operator.
- Trucks that work a lot doing many jobs pay for themselves quickly compared to specialized “one job” trucks. If a truck is not working, it’s not paying for itself.

# What about new Operators?

- The Bendi drives like a car. We can train almost any new driver to pull pallets without damage in 6.5' aisles in 15 to 20 minutes.
- A Drexel drives like a regular forklift except no need to steer when pulling loads out of rack.
- All action is in front of the driver on Bendi and Drexel.
- These trucks have zero tail swing to eliminate damage on the opposite side of the aisle.
- All trucks give wide open views to the work zone for pallet insertion or removal.

# What about New Operators?

- The Landoll operator sits in an adjustable ergonomic work position to work a full day.
- Compare the above statements to a new reach truck operator's situation.
- New reach truck drivers damage products and racks for several weeks while they learn their truck. Tired drivers who stand all day tend to have accidents.
- Does prospect have enough damage to justify a FREE Bendi or Drexel.

# The Value of a Dollar

- It takes \$25 worth of sales to generate a dollar of profit (4% after taxes) in a well run warehouse.
- A dollar saved in operating cost goes directly to the bottom line in profit.
- Warehouses are gold mines where you are the mining engineer, digging out money.
- Landoll products are great mining machines for warehouses, they are FREE.



# Landoll and Logistics

- Logistic companies are in the business of selling time and space.
- They sell the time of their labor force and the square footage of their building translated into a charge per pallet handled.
- Landoll trucks save time and space. Logistic companies keep their price per pallet handled the same and add large additional profits and FREE Bendi and Drexel units.

# Residual Value: The Final Nail in the Coffin for Reach and Turret Trucks

Reach and Turret trucks are Special Machines designed for One Job. Used equipment buyers want multiple jobs from one machine.

“Mom and Pops” love that they can do everything with Bendi and Drexel and save space.

Reach and Turret Trucks have virtually “no value” at the end of a lease or at trade time-too many.

Bendi and Drexel are worth 20 to 25% of their original value at trade time. Deduct 10 to 15K from our cost because you get extra money back.

# The Competitive Edge

- Bendi and Drexel kill all competing storage strategies in warehouses with storage levels at 23 feet and down.
- Go directly from dock to rack.
- Work any floor, no matter how poor.
- Quad Masts work everywhere.
- No wire guidance or superflat floor needed.
- No need for extra trucks and operators.
- Fewer Expenses mean FREE Bendi and Drexel units.