

Carrylift Group Case Study

Snapshot

Carrylift Group, the UK's largest privately owned materials handling company, is a dedicated sales and service provider for Nissan. By recommending Continental tyres to its leasing and contract maintenance customers, Carrylift helps them to drive down tyre costs by up to 25% through improved performance, reduced wear and extended service life. Carrylift's tyres are supplied through specialist industrial tyre dealer DBS Brand Factors.



The Forklift Fleet

Carrylift offers the full range of new Nissan forklift trucks, from 1.5t to 12t, as well as Nissan approved used vehicles which are fully refurbished to exacting standards in-house. The company also repairs and maintains all makes of forklift trucks at its state-of-the-art workshop facilities. Carrylift has a fleet of 2,500 trucks in operation around the UK, leasing a further 6,000 on long term contracts.

Business Issues

Carrylift offers tyres as a contract option, and some 90% of customers choose to include tyres in their one-stop-shop service contract. Customers demand the best performance in operation and to keep downtime to a minimum. Budget tyres can experience rapid wear, and customers turn to Carrylift to deliver a cost effective solution for their operation.

The Solution

Carrylift always recommends Continental tyres for operators wishing to achieve the best service performance and realise whole life cost savings. Today some 40% of the company's entire lease fleet is fitted with Continental SC 15 tyres.



Stan Norbury, Service Manager

"Although Continental tyres may initially cost more to purchase, operators can achieve on average 30% extra service life out of an SC 15, which amounts to between 20 - 25% cost saving on their tyre budget," says Stan Norbury, Service Manager, Carrylift. "A customer's instinct is often to purchase a cheaper tyre, but we always sell on the longer term benefits - and significant cost savings - they'll gain by spending a little more at the outset. We always recommend Continental, there's no chunking or tread breaking. In ten years I can't remember one Continental tyre going faulty. If you have one, frame it!" Carrylift purchases its Continental tyres through one of the North West's leading industrial tyre dealers, DBS Brand Factors.

About Carrylift

Founded in 1988, the Carrylift Group has grown to be the largest privately owned materials handling company in the UK. The Group, which comprises two trading companies Carrylift Materials Handling Ltd and Clyde Forklifts Ltd, specialises in the hire, sale and long-term rental of forklifts, Nissan forklift trucks and warehousing equipment and other specialist materials handling equipment such as MAFI terminal tractors, side loaders and heavy duty industrial lift trucks.

Employing 250 people, Carrylift operates through seven strategically located centres and is also a principal member of both the Nissan National Dealership Network and the Kalmar Dealership Network.



About DBS

Haydock-based DBS Brand Factors is a full service parts supplier for all forklift truck components, including tyres, offering a next day delivery service throughout the North West. Established in 2003, the company has grown rapidly, building a reputation for quality and responsive customer service.

Continental is a key brand in DBS's premium tyre portfolio and the company carries around £60,000 of Continental stock at any one time.

Brand Factors

DBS provides tyre service support for all Carrylift's contract management agreements. Its dedicated team of six tyre technicians each make up to five call-outs a day, covering a territory that stretches from Haydock to Cumbria and down into North Wales.

'We work as an extension of Carrylift's service to their customers,' explains Tom McNally, Business Development Manager, DBS. 'If there's an issue with a forklift tyre at any of Carrylift's customers, we're on call to meet the requirements of that contract - and deliver to Carrylift's exacting standards.'

As well as providing on-site support, DBS also offers highly specialist solutions, such as wheel conversions, at its state-of-the-art workshop facilities in Haydock.



Continental Super Elastic Tyres SC 15

SC 15 is the premium tyre specified by leading forklift truck manufacturers, and its construction and compound are designed to deliver outstanding life in highly demanding environments:

- unique flat steel cord construction reinforces the tyre base, improves stability and reduces vibration, prolonging tyre – and vehicle – life
- reduced heat build up assures maximum durability, ideal for round-the-clock use
- exceptionally tough, wear resistant tread and sidewall protection delivers outstanding service life
- excellent fuel economy for reduced operating costs

About Continental Industrial

Continental is the leading industrial tyre manufacturer, offering an unrivalled range of tyres for all industrial operations. Its premium tyres deliver outstanding performance for operators in some of the most arduous working environments.

For more information on the Continental SC 15 or any other industrial tyre enquiry, contact the Continental Industrial Hotline on 0845 6000 803 or fax 01895 425 996.



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