



Fortis Case Study

Chelan Fruit

Description

- Chelan Fruit is a premier apple processor with six plants in Central Washington.
- Previously Chelan Fruit was an exclusive Hyster account however the company began purchasing Caterpillar product based on its lower selling price. Soon after this decision was made the local Cat dealer ceased operations.
- Chelan Fruit then shifted its material handling business needs to the Toyota dealer, who over time replaced the aging Cat fleet primarily with Toyota 5,000 pound electric and cushion tire product.
- Papé Material Handling – Wenatchee, WA continued to maintain contact with Chelan Fruit management, and demonstrated the Fortis S50FT when it was introduced.

Challenges and Concerns

- The Chelan, WA operation utilizes push-pull attachments. The Toyota 5,000 pound trucks equipped with these attachments were only marginally effective at this plant due to the lower horsepower of the Toyota engine, and the truck's limited hydraulic oil flow.
- Minimizing cost of operations was also a concern, because the dealer supplying the lift trucks would also be responsible for the maintenance of the equipment.

Solutions

- The dealer initially proposed to equip the Chelan plant with 23 – E50Z, 1 – J30Z and 4 – S50FT Fortis Advance trucks with the DuraMatch transmission and the 2.4L GM engine.
- PMH – Wenatchee demonstrated how the Fortis S50FT could easily operate the push-pull attachments and climb the ramps within the plant. The Toyota trucks could not match this performance.
- Based on the initial success with Hyster Fortis, Chelan Fruit recently ordered an additional 18 – S50FT units with 2.2L Mazda engines, 2 – E50Z and 2 – J30Z electrics.
- This one plant will soon have over 50 new Hyster lift trucks, and based on this success the dealer is moving to eventually convert the other five plants to Hyster product.

Ergonomics

- The plant's operators like the Fortis trucks so much that it is difficult to get them to drive the Toyota product.

Dependability

- Fortis product has proven to be highly dependable in the Chelan plant. Both the 2.2L and 2.4L engine equipped trucks are out performing the Toyota trucks. As a result of the success of the 2.2L powered models PMH – Central Washington now quotes only the 2.2L truck when ramp operations are not involved.

Cost of Operation

- PMH – Wenatchee, WA, quoted a full maintenance lease. The dealer was confident that the Fortis cost of operation would be low based on previous experience with the product.

Why They Chose Hyster and Papé Material Handling

1. Management liked the lease with full maintenance proposal offered by PMH Wenatchee. The \$1,643.00 lower annual operating cost of the Fortis compared to the Toyota gave the dealer a comparative cost advantage.
2. Operators liked the superior performance of the 62 horsepower 2.4L GM engine, which was 7.4% more productive than the Toyota allowing it to complete 77 work cycles per hour compared to Toyota's 53 cycles.
3. PMH – Wenatchee provided superior customer service and practical solutions ensuring that the Chelan plant was as productive as possible.

End Result

The Fortis S50FTs low cost of operations, superior ergonomics and high productivity combined to give Chelan Fruit the highest equipment value available, and it ensured a greater profit to the dealer due to the truck's dependability.