



The Safe Choice

HYSTER SALES SUCCESS STORY

Customer: Shurline/Rubbermaid Paint Div.

Customer and Application Description

- Shurline/Rubbermaid Paint Products Division - Milwaukee, WI
- Produces stores and distributes paint rollers and brushes. 9' and 10' aisles with 30' ceilings and double-deep pushback rack. P&D's at end aisle en route to docks. Customer had operated Raymond and Nissan trucks for several years.

Main Sales Challenges and Concerns

- Incumbents had every piece of equipment in the building for a number of years on 60 month leases with PMs only.
- The main stumbling point on the Nissan product, was overheating in the hotter weather of the summer months.
- Tire wear and brake wear had become an issue that the customer wanted to address and was not making progress with local dealer.
- In addition the customer was becoming increasingly safety conscious and looking for more managerial control of fleet.
- The cost of repairing the Raymond product had seemed to become greater as time went on, even with less than 8k hours on them.
- With 330" masts operators were not always able to securely pick and put away product at the higher rack levels.

Proposed Solution

- The Nissans were replaced with S40FTs. The first 4 units were delivered in June of 07. The DC Manager knew the trucks were designed for better cooling. He also was made aware of the programmability in the transmissions for safety purposes and reduced tire wear and brake wear.
- Raymond recently (Nov) lost an order of 7 Reach Trucks to the Hyster N35ZDR. The trucks were ordered with cameras to help reduce product damage and for safer put-aways at the higher rack levels.

Results – (Why they chose the Dealership and Hyster)

- Three Shurline Managers attended our Invitation to Compare event in July. They were happy and impressed with the S40 product they had received in June.
- They could tell immediately that the Fortis trucks pushed more heat from the counterweight than the Nissan product did (better cooling removes more heat) and were very happy with all the adjustability the transmission offered.
- They wanted a closer look at the Hyster Reach Truck offering. The complete package we had to offer really held their interest and being able to meet some of our staff also helped to increase their comfort level.
- We scheduled a demo following the open house but it did not go well as their application in the aisles is ALL double deep and we did not have a "D" model to show them. Hyster helped us provide a "D" model for demo and they were very impressed.
- Comfort, Visibility and Programmability were all major factors in the decision to go with Hyster.