



Fortis Case Study

The Wine Group

Description

- The Wine Group has been in business since 1987. With annual sales of \$300M it is the 3rd largest US winery behind E&J Gallo and Constellation Brands. It is the 45th largest overall beverage producer in the US with a volume of 40 million cases a year.
- The lease with full maintenance on its fleet of cushion tire 4,000 - 6,500 lb trucks was due to expire.
- Cascade clamp attachments were required.
- Application involved moving boxes of wine from the production line, and loading / unloading trucks.

Challenges and Concerns

- Dependability was an important consideration.
- If a truck went down, it would seriously reduce production output.
- Cost of operations was a key component in the purchase decision by management.
- Serviceability was a big concern.
- Complete periodic maintenance and unscheduled repairs with minimal cost and downtime was very important to controlling costs.
- Papé Material Handling – Modesto, CA quoted a full maintenance lease, and there were concerns that the new Fortis truck would perform as promised.

Solutions

- Dealer proposed to equip the plant with 17 - S70FT and 4 - S40FT Hyster Fortis Advance Package trucks – Mini levers, Premium Package, DuraMatch transmission, 2.4L GM in the S70FTs with clamps, and 2.2L Mazda in the S40FTs
- PMH - Modesto demonstrated how the Fortis Advanced Package would overcome challenges of this application

Ergonomics

- E-hydraulic mini-levers were quickly recognized to be ergonomically superior to manual cowl lever
- Dependability
- Electronically controlled transmission significantly reduces damage and lowers maintenance and repair costs

Cost of Operation

- Auto Deceleration System and Controlled Power Reversal saves money on tire and brake costs
- Dealer quoted lease with full maintenance to alleviate any customer concern with the Fortis product

Why they Chose Hyster Company and Papé Material Handling

1. Purchasing liked the lease and full maintenance proposal offered by the dealer
2. Operators liked the superior ergonomics of the Fortis truck
3. Maintenance saw the value of controlled power reversal for tire savings
4. Operations management liked the increased productivity from superior cooling systems and uptime provided by the Fortis product
5. PMH – Modesto provided superior customer service and real solutions to the challenges faced at this facility

End Result

Superior features of the Fortis truck provided the customer with greater total value, and greater profits than forecasted for the dealer due to truck dependability

After up to 3,600 hours of service, the trucks are performing extremely well. The total operating cost (less abuse and attachment) is running at .86 per hour for the S70FTs and lower than .40 per hour on the S40FTs. Average steer tire life is 1,977 hours (only 8 trucks have had steer tire replacement); no drive tires have been replaced.