

Lift Trucks And Accessories

Fleet Management Helps Companies Increase Efficiency and Reduce Costs

Companies choose their materials handling providers based on a number of criteria. As companies search for a provider, their considerations often turn to the intrinsic - which company can offer the best package and service, while building a working relationship that engenders trust and shared goals. Bradco Supply, one of Yale's many success stories, is a textbook example of a Yale Fleet dealer-managed national account program in action.

Bradco Supply, the eighth largest building materials distributor in the United States, was formed in 1966 with a single location in Avenel, NJ. Over the past 40 years, Bradco has grown to more than 130 locations across 27 states.



Bradco's material handling fleet of lift trucks is responsible for the heavy loading and unloading of materials and movement of equipment and supplies company-wide.

Since 1997, Bradco has more than doubled in size from 52 locations to currently 112, with plans for continued expansion in the coming year.

During this period of dramatic growth, Bradco's material handling fleet expanded to nearly 450 lift trucks. Hundreds of outside vendors worked directly with Bradco's individual business centers to manage each location's fleet, creating a decentralized system that caused administrative problems including massive amounts of paperwork and invoices, inconsistent maintenance and unpredictable pricing and labor costs.

"Over the course of a few years we tried just about everything to manage our fleet through outside vendors without success," said Kevin Tremmel, fleet manager for Bradco. "Two years ago, Yale dealer Barclay Brand Ferdon brought the Yale Fleet Management program to us as a solution to our problem."

"We sent in our team of experts to evaluate how Bradco manages its fleet, uses its distribution and business centers, and administers the fleet's finances and maintenance," said Warren Eck, vice president of Yale Fleet Management and Yale Financial Services. "Through our detailed analysis, we discovered that we could save Bradco far more than our universal guarantee of 15 percent on their materials handling budget."

Yale was awarded the fleet account based on the impressive results of that initial survey, with Barclay Brand Ferdon of South Plainfield, NJ, as the managing dealership.

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- Evaluating the existing network
- Establishing the proper specifications to meet Bradco's fleet requirements
- Retiring equipment that was no longer productive
- Purchasing new equipment to meet Bradco's existing and future material handling needs
- Establishing a maintenance schedule for all equipment, keeping lift trucks and the rest of the fleet productive through proper maintenance practices and tracking
- Identifying the paperwork involved in managing a large fleet and reducing the number of monthly invoices from hundreds to one



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Two years later, Yale Fleet Management - led by Barclay Brand Ferdon and supported by the Yale dealer network - continues to be a valuable partner to Bradco, in a relationship that grows stronger each year. With the Yale Fleet solution in place, Bradco shows

savings year-over-year with a proper maintenance cycle for all equipment, operator training to reduce accidents and misuse, and periodic reevaluation for productivity. Yale dealers across the country manage and maintain the material handling fleet, allowing Bradco to keep its focus on its core competency as a distributor of building materials. As a result, Bradco Supply is continuing to experience growth, with planned expansions into new markets over the coming year.

The Fleet Management Advantage

In today's business environment of increasing productivity and reducing expenses, Yale Fleet Management helps customers streamline and improve their entire fleet of mobile industrial equipment. Yale Fleet Management evaluates facilities and fleet needs to determine the right trucks for the job. In its analysis, Yale Fleet also incorporates purchase price of trucks, financing, repairs, maintenance, training, salaries and administrative costs.

Through this comprehensive analysis, Yale Fleet identifies areas to improve efficiency and productivity, and cut costs at the same time. The analysis is so accurate that Yale guarantees at least 15 percent cost savings the first year or the in-depth study of the facility is free of charge.

One of the ways Yale has become a market leader is by providing superior customer service. Yale is the only OEM in the industry that provides in-house project managers for its Fleet customers through the Yale Fleet "call center". The project managers are on call 24 hours a day via an 800 number and coordinate service activity nationally through Yale's extensive distribution network.

The Dealer Advantage

Fleet Management requires backup - for trucks, parts and customers themselves. Yale's industry-leading customer service centers on its national dealer network. All Yale dealers are trained in fleet management and provide the customers with consistent, superior service anywhere in the United States. Between the customer service center and nationwide comprehensive dealer network, Yale can solve problems swiftly and cost effectively, keeping customers focused on their core competency. Yale currently has 223 authorized dealer locations in the Americas, 85 locations in Europe, and another 30 locations in Asia Pacific.

Yale Materials Handling Corporation

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