

CESAB case study



LUXURY FOOD MAKER CHOOSES CESAB

- *Greater visibility*
- *Reliability essential*
- *Strong ergonomics*

As a successful manufacturer of quality food products and the undisputed market leader in gingerbread, Koninklijke Peijnenburg was established in 1883.

Peijnenburg employs 320 people at its sites in Geldrop, Sintjohannesga and Enkhuizen, where it produces luxury cakes and biscuits under the Peijnenburg, Wieger Tinker, Real Enkhuizer and Lotus brand names.

In Geldrop, the material handling operation sees around 100 pallets of finished product moved every day, with counterbalanced forklifts and warehouse equipment working for up to eight hours at a time. Reliability

is essential as material handling equipment needs to support productivity and meet the pressures of daily targets.

When deciding what it needed from a new material handling fleet, Peijnenburg realised that visibility on the previous trucks was not good enough, with operators needing to change position and move their heads around while operating the existing trucks. This was undermining productivity and speed of operations as well as creating discomfort for the drivers.

Cesab dealership Sanders Forklifts has provided material handling support to



"The compactness of the Cesab trucks, together with their reliability and high visibility through the mast has made them an excellent addition to our material handling operation. Our drivers are very satisfied with the new fleet, finding it user friendly and comfortable."

Jos Bruijstens
Chief Operating Officer,
Peijnenburg



Peijnenburg for over 25 years and following discussions about the issues with the older fleet, Sanders recommended the European-manufactured range of Cesab warehouse equipment and the B300 forklift series.

Warehouse products chosen by Peijnenburg include an electric Cesab P216 powered pallet truck, which is in use loading and unloading finished goods and packaging from the trucks which arrive and leave every day.

A Cesab R316 reach truck is used in the

Compact, manoeuvrable trucks

Visibility and strength

The Cesab B300 range features Cesab's industry leading Intelligent Mast Design, which delivers unrivalled visibility through the mast, with the highest levels of strength and durability and reduced noise and vibration.



Outstanding productivity

The Cesab R316 reach truck features an advanced control system offering fast, smooth transition from free lift to main lift without slowdown, together with a 360° steering system that guarantees fingertip manoeuvrability at all speeds.



Excellent visibility

The Cesab S208L offers excellent visibility around the narrow mono mast and is optimised for pedestrian operations with effortless manoeuvring.



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bakery and warehouse for the delivery of raw materials and consumables, with a Cesab S208L electric stacker working in the bakery as part of a three shift operation.

A Cesab P320 electric pallet truck is deployed in the cross section and central warehouse for around 10 hours each day.

To support loading and unloading duties in the central warehouse and outdoor areas, a Cesab B316 counterbalanced forklift is equipped with an automatic fork positioner, which helps to carry longer goods, including the tubes that support technical service.

A Cesab B320 forklift is also used in these areas, for loading and unloading and transporting packaging materials. Both forklifts are equipped with an air suspension driver seat and full cabin to help boost productivity by increasing operator comfort when using the trucks.

Greater driver comfort is created by the cabin design on the B300 range, with its improved driving position placing the ergonomic controls within intuitive reach of the driver.