



PRIMELINE EXPRESS POWERED BY CESAB

- *Fast turnaround operations*
- *Up to 7000 weekly jobs*
- *Maximum uptime essential*

Part of Primeline Group, Ireland's largest independent logistics company, Primeline Express operates five depots across the UK and Ireland. Supporting the overnight trunking of goods every night between the UK and Ireland for customers such as Volvo, Dune Stores, Skechers and Sony Entertainment, the business manages up to 7000 jobs every single week.

The 23,000 square metre Warrington depot is a fast growing central hub for mainland UK, trunking all goods to and from Northern Ireland. Around six trailers arrive every 24 hours, between late afternoon and midnight, bringing goods that need to be quickly offloaded and grouped into jobs for onward

freighting via Irish ferries.

The Mallusk depot, which handles deliveries in and out for the whole of Northern Ireland, is one of a few companies in Ireland providing next day delivery.

With a very tight window every day for goods to be trunked in and out of these depots, materials handling equipment has to be reliable. When Depot Manager Andrew Orr decided to review Primeline Express' forklift and warehouse equipment, he spoke to several materials handling dealerships, including Cesab dealership Global Material Handling.

Andrew: "Service and communications



High service and support

"Car manufacturers, major retailers and global entertainment corporations rely on us for fast turnaround times, a rapid response and an ability to deal immediately with any issues. With the support of Global Material Handling and Cesab, our materials handling fleet is helping us meet those demands."

Andrew Orr
Primeline Express

Best all round visibility

The Cesab B600 achieves the highest levels of workplace productivity, with an ergonomically designed, rounded overhead guard to ensure the best possible all round visibility for operators.



Excellent pallet handling

The Cesab P200 powered pallet trucks range, which includes the Cesab P216, offers a compact design, with a rounded chassis and centrally mounted tiller arm delivering excellent manoeuvrability and pallet handling.



Adding value

Andrew Orr, Depot Manager, Primeline Express with Andy Evans, Director, Global Material handling. Andrew: "Not only did Global meet all our needs, they even included the Primeline logo on the side of our new trucks."



Increased uptime

are both important requirements of any forklift supplier we deal with, and the level of communication from Andy Evans, the Director at Global Material Handling, was very good from the first contact. He quickly identified our needs and came back to us with proposals that not only met these, but brought us new ideas as well.

"We quickly became confident in the quality of Cesab products, including their design and build, when Andy explained these are made in Europe in ISO 14001 certified factories, using the TPS* world-leading manufacturing system."

Global Material Handling recommended nine products from the Cesab range, including the Cesab B600 four wheel counterbalanced forklift and the Cesab P216 powered pallet truck.

Three Cesab B600 forklifts are now in use at Primeline Express' Warrington depot and a further five are employed at its Mallusk depot, as well as the Cesab P216 powered pallet truck.

The four-wheel, AC electric, Cesab B600 forklift range is a powerful workhorse with low maintenance requirements, helping to ensure lower lifetime ownership costs and

a higher return on investment.

Ergonomics are at the heart of the Cesab B600 design, with the spacious cabin, multi functional armrest and easy access on to the truck from both sides ensuring maximum comfort for drivers.

Andrew Orr: "Cesab forklifts are powerful workhorses, comfortable for our operators to use and we've been able to optimise our uptime since these replaced our old forklift fleet. Their reliability is an essential factor in ensuring we get all our trucks out on time, every time."