

RAYMOND

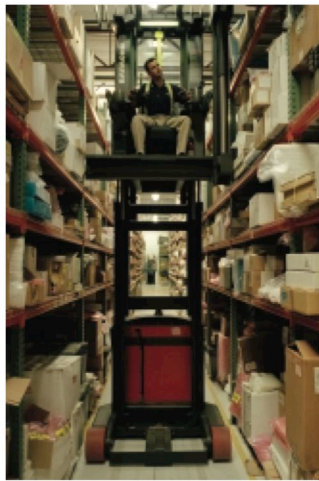
Smart Sites™

UPTIME UPSURGE

Equipment manufacturer maintains 99% + uptime in 24/7 operation



By delivering unmatched uptime, *Raymond*® equipment helps Applied Materials meet its sensitive production schedules.



CASE STUDY

As any logistics professional knows, equipment failure can very quickly lead to missed shipping deadlines and unhappy customers. But for Applied Materials, a company that develops the capital equipment used to manufacture semiconductors, downtime can have even more severe repercussions.

“Each of our shipments represents several million dollars, and if it’s the end of a quarter and the company has presented revenue projections to the financial community, it’s a pretty serious matter if we can’t get that last order out because a forklift broke down somewhere,” explained Doug Lambert, Director of Logistics for Applied Materials in Santa Clara, California.

If that’s not enough pressure, consider Applied Materials’ complex production environment, with some of its products consisting of more than 10,000 separate components, all of which must be stored, picked and delivered on time and on demand to the company’s various manufacturing operations.

“I think the only thing comparable to our product in terms of complexity is a jet aircraft,” said Lambert.

To meet these challenges, and to keep Applied Materials’ round the clock operations running smoothly, Lambert depends upon *Raymond* lift trucks.

“The way we’re growing, it makes sense to only use the most reliable equipment available, and that’s Raymond,” said

Exceeding goals while saving money.

Applied Materials uses thousands of parts to manufacture a single piece of equipment, a production model that emphasizes the importance of the organization's logistics function.



"Raymond always delivers something extra for us," Lambert said. "And I believe it's those details that can make the difference between a highly effective operation and a casually productive one."

Lambert. "Raymond gives us an uptime rate of over 99% across the board—for orderpickers, pallet trucks, and operator-up *Swing-Reach*® trucks alike. In my more than 30 years in the warehouse I've never seen anything else that comes close."

In addition to the uptime rate that *Raymond* equipment delivers, Lambert notes that Raymond is also a kindred spirit when it comes to safety.

"We don't take chances with safety here," said Lambert. "We look for every advantage, and in a warehouse environment, there really has to be teamwork between employees, managers and the equipment manufacturer. Raymond's product features, from deadman pedals to diagnostics, to the intuitive nature of their controls, are unmatched. They take safety as seriously as we do."

Also valuable, says Lambert, is the outstanding support he receives from his local Raymond Dealer, including

their expert assistance in designing rack systems.

"Ensuring that there is a happy marriage between the configuration of the racks and the specs of the trucks can really help reduce problems down the road," explained Lambert. "Raymond understands this. Their Dealer personnel get involved with all of our redesigns in order to optimize our success—and they do so as part of our partnership. This saved us about \$50,000 last time. They even got all the necessary permits for us."

Lambert notes that this last redesign was undertaken in part to take advantage of the benefits of Raymond's new operator-up *Swing-Reach* trucks.

With Raymond in his corner, Lambert is confident that his uptime, safety and productivity successes will remain strong as Applied Materials continues its exponential growth.

RAYMOND
Above. And beyond.™

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