

## **Why use manual fork lift trucks? A valid question posed by Elettric 80**

**CeMat 2011, the world's leading event for intralogistics, will be held May 2 – 6 in Hannover, Germany. In Hall 26, Stand D01 Elettric 80, global leader in automated guided vehicles (AGVs), will share the company vision that automated Laser Guided Vehicles (LGVs) today can substitute nearly all manual fork lift truck operations, soon making FLT's in warehouses obsolete.**

**Some of Elettric 80's customers insist they will no longer even consider a manual solution including Kristoffer Andersson, Logistic Manager Carlsberg, Sweden. -"Any solution involving a forklift is antiquated. We are a leading and progressive company and insisted on adopting the forward thinking designs of Elettric 80."**

Elettric 80 disputes the erroneous assertion that a manual forklift truck costs less and is easier to maintain. These arguments do not take the complete system function into consideration. According to Mikael Renström, Marketing Director, Elettric 80, "This comparison is ludicrous. A FLT is a transportation tool driven by a driver, and brings along uncertainties like safety issues, flow optimisation issues and risk of damage to both goods, the vehicle itself and everything around it.

Over the last ten years Elettric 80 has successfully developed a systematic approach to automate complete material flows with laser guided vehicles (LGVs). When designing an automated warehouse or logistic solution, the vehicles become "building blocks" used to safely, timely and reliably move the goods in question.

On top of this Elettric 80 has developed a process to achieve optimal goods flow designs, ingenious yet simple interfaces, integration to existing FLT systems and processes, such as order picking , shipping and receiving, and above all - optimal usage of the warehouse space available. All of these solutions are implemented in conjunction with Elettric80s SMART WMS solution that seamlessly interfaces to the client's existing software system.

In an automated system LGVs run at 99% availability in 24/7 operations; levels never achieved in manual environments. This comparison makes the manual FLT resemble a dinosaur, not designed for maximum productivity.

Elettric 80 is unique in the material handling industry because of the substantial investment in developing a "standard" product line. During CEMAT 2011 Elettric 80 will also share examples of its large installed base of LGVs operating in consumer goods manufacturers' warehouses.

Although custom automatic guided vehicles usually contain one-of-a-kind features, Elettric 80 has the broadest offering of standard LGV types, a fact that minimises delivery time and cost. Its rigid and

attractive design has been praised worldwide. Experience has provided Elettric 80 with the knowledge to create efficient warehouse automation solutions that have proven successful in the most demanding environments. This experience also enables us to limit the risks associated with the unique aspects of any automation project.

Elettric 80 is a global provider of end-of-line automation solutions designed to increase operational efficiency for high volume Consumer Products manufactures. These solutions called *Freeway*<sup>®</sup> are a highly flexible material handling system.

The *Freeway*<sup>®</sup> material handling system is based on a simple concept:

- Robotic palletising cells handle goods at the end of the production line
- LGVs transport pallets to stretch wrapping and labelling
- LGVs transport finished pallets to the warehouse
- A WMS software integrates fully into existing customer ERP/system and runs the automated system

The technologies are highly adaptable and have a degree of built-in flexibility making them suitable for any plant layout or design. These progressive, fully automated solutions substantiate why Elettric 80 question the traditional FLT's.

### **About Elettric 80 group**

Founded in 1980 and headquartered in Viano, Italy, Elettric 80 is a global provider of end-of-line automation solutions which increase operational profitability and efficiency – put simply its technology helps companies save money and move product out of the warehouse in a fast and effective manner.

Due to years of experience, Elettric 80 understands the automation and storage handling challenges faced by different businesses and has subsequently developed a systematic approach which is proven and underpinned by continuous investment in research and development.

Above all, Elettric 80 values its relationship with its customers. It is committed to offering high value consultancy and supplying solutions which are flexible, durable and provide a good return on investment.

Its proposition is based on *Freeway*<sup>®</sup> - a highly flexible and scalable material handling system which utilises palletising robots, Laser Guided Vehicles (LGVs), high speed wrappers (Silkworm) and a pallet control system. The entire process is managed centrally by a state-of-the-art Warehouse Management System (WMS).

Elettric 80 has subsidiaries in the United States, United Kingdom, Sweden, Australia and Poland, and is therefore able to offer customers local expertise coupled with international insight. The group has 350 employees and the annual turnover for 2011 is forecast to be 90 Million Euro.

**For further information: / Per ulteriori informazioni:**

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