

Jungheinrich customer reference

Toy giant Simba opts for li-ion power.

11

Halle 11



 **JUNGHEINRICH**

Sustainable distribution with the Jungheinrich POWERLiNE.

What once began with one hall has now grown into a small empire with 16 halls covering a total of 80,000 square metres. The Simba Dickie Group is known for unique toys that are produced with passion and attention to detail. To optimise global distribution in terms of energy efficiency and sustainability, the customer decided to modernise its fleet. The latest generation of Jungheinrich POWERLiNE, our ETV 216i reach trucks with fully integrated lithium-ion battery, now ensure maximum throughput and agility in the automated high-bay warehouse in Sonneberg.

TOWARDS THE FUTURE WITH LI-ION POWER.

Every year 31 new vehicles, 13 used vehicles and 3 vintage vehicles, which are still fully operational thanks to good care, handle the shipping of 1,700 containers of products from the world's most popular toy brands at Simba. In addition to quality tests and article packaging, the employees in the Thuringian warehouses ensure that all toys reach their destination on time and safely, ready to make children's hearts beat faster. In addition to industrial trucks, Jungheinrich also provided the racking systems and a customer service engineer on site who is very familiar with the trucks and provides support in day-to-day business.

FEWER EMISSIONS, HIGHER PRODUCTIVITY.

The Jungheinrich POWERLiNE trucks not only feature impressive performance and agility, they also offer advanced ergonomics and high safety standards. The innovative truck line also impresses in terms of sustainability, as the reduced energy consumption of the lithium-ion technology leads to significantly lower CO₂ emissions. The toy manufacturer Simba has already converted almost its entire fleet to electric vehicles and intends to continue doing so in the future.

MORE COMFORT FOR EMPLOYEES.

"Get in, turn the key, drive off", says forklift driver Markus Schubert enthusiastically about the ease of use of the lithium-ion vehicles. Thanks to the ergonomically optimised comfort charging process, the lithium-ion batteries can be charged quickly at any time, even during the shortest break. And all this without refilling water

This makes efficient logistics child's play.

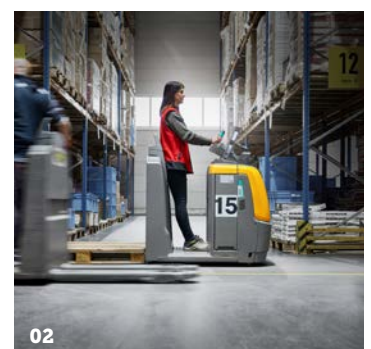
or any other checks. This pays off especially when it's busy, such as during the Christmas season. The significantly smaller integrated battery enables maximum manoeuvrability and optimal visibility – allowing efficiency at work with no loss of safety.

24/7 AFTER SALES SERVICE, DIRECTLY ON SITE.

To ensure smooth single-shift operation in the warehouse, Jungheinrich service engineer Tino Stephan takes care of any necessary repairs to the equipment on site. He maintains a trusting exchange with those responsible and has long since become a permanent member of the team. Simba employees can contact him around the clock. He rectifies possible malfunctions in no time at all and ensures that maintenance is carried out on schedule. This extends the service life of the vehicles and reduces repair costs. An individual service that the customer no longer wants to do without.

01 Masters of warehouse performance: The Jungheinrich POWERLiNE trucks impress with rapid charging processes and maximum productivity.

02 An ergonomic operator position with maximum legroom ensures the utmost comfort during operation.





// Jungheinrich provided us with an all-round carefree package with the latest technology and comprehensive service for maximum reliability. //

Norbert Pillmann
Branch Manager,
Simba Dickie Group

A word with Norbert Pillmann, Head of Sonneberg Central Warehouse.

What were the reasons for modernising the fleet and why did you decide on Jungheinrich POWERLiNE trucks?

In order to cope with the high throughput in our central warehouse, our fleet must be maximally efficient at all times. To achieve this, we have converted almost the entire Simba fleet to lithium-ion technology with the help of a trained Jungheinrich service engineer on site, who is constantly optimising our fleet. In addition to the main goals of better energy efficiency, higher safety and simple charging processes, the sustainability of the fleet is enormously important to us. That's why we rely on modern technologies to improve our carbon footprint and remain competitive in the long term. The Jungheinrich POWERLiNE is the perfect solution for us to reconcile our sustainability goals with our efficiency demands.

How would you describe the main advantages in your daily work with the lithium-ion trucks?

Firstly, we are impressed by the agility of the vehicles, which results from the significantly smaller battery. The trucks are extremely manoeuvrable, which has improved space utilisation in the warehouse many times over. On the other hand, the sustainable drive technology reduces our daily energy consumption. The lithium-ion vehicles are more powerful, faster, safer, quieter and easy to operate. The driver enjoys maximum comfort in a more spacious workplace and benefits from uncomplicated charging processes. We love to see all our li-ion trucks parked in a long row at the charging stations, recharging their batteries for the new working day.

Would you recommend Jungheinrich to others and are you planning more projects for the future as part of the cooperation?

The Simba Dickie Group can already look back on a very long, successful collaboration with Jungheinrich. We would definitely recommend them to anyone who wants to keep their logistics up to date and who appreciates good quality. We are particularly impressed by the open communication with Jungheinrich, their use of innovative technologies and willingness to break new ground together. What is now still pie-in-the-sky could perhaps soon become reality: After the expansion of our fleet in terms of electric mobility, the first steps towards automation are sure to come soon. We would like to realise this vision with Jungheinrich by our side as a partner.

THE PROJECT AT A GLANCE

SIMBA · DICKIE · GROUP

Customer:	Simba Dickie Group
Sector:	Toy manufacturer
Company size:	3,000 employees
Location:	Sonneberg, Germany
Warehouse size:	55,000 m ² warehouse space (external warehouse: 20,000 m ²)

CHALLENGE

Modernisation of the fleet with lithium-ion vehicles, as well as optimisation of warehouse processes to increase productivity, safety, and sustainability in the handling of global goods dispatch.

JUNGHEINRICH SOLUTION

ETV 216i POWERLiNE reach trucks, ECE 220 order pickers, EJE 114i pallet trucks, as well as other electric industrial trucks. Racking systems in all 16 warehouses and mobile workstations for fast and efficient labelling.

RESULTS

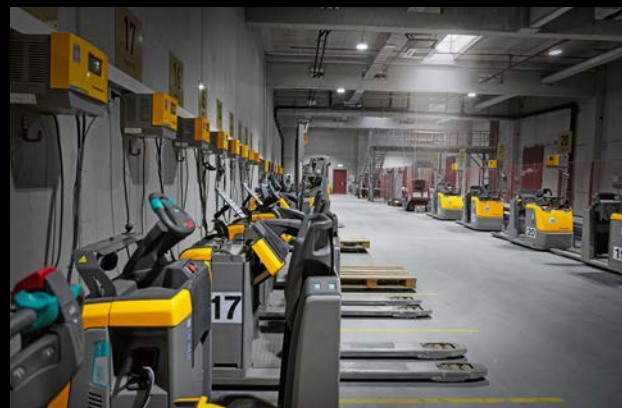
The modernisation of the truck fleet led to higher productivity, while the increased use of li-ion technology increased sustainability and the presence of the Jungheinrich engineer on site reduced repair costs.

IMPRESSIONS

The increased acceleration and lift speed enables up to 20% more pallet movements per hour.



Standing in line: The POWERLiNE trucks draw sustainable lithium-ion energy from space-saving charging stations.



The high safety standards of the POWERLiNE trucks ensure optimum employee protection – even at very busy times.



A common path to success: The long-standing collaboration between Simba and Jungheinrich is characterised by open and trusting communication.