

Efficient merchandise logistics for the Dallas Cowboys.

The 105th NFL season is once again igniting the hype surrounding the stars of American football. At the Dallas Cowboys merchandising warehouse in Frisco, Jungheinrich reach trucks, medium/high level order pickers and electric pallet trucks operate at their best; reliably and quickly delivering the huge range of fan merchandise to enthusiastic fans worldwide. Not only do a total of 27 trucks effortlessly operate over two eight-hour shifts on a single battery charge, they also offer a wide range of state-of-the-art functions, making the customer's day-to-day work more efficient.

ONE CHARGE, DOUBLE POWER.

Order picking at the Dallas Cowboys 400,000-m² logistics centre, which has been specially designed for the production, storage and dispatch of fan merchandise, never stands still. On at least five days every week, coveted Dallas Cowboys merchandise products are transported to the associated pro shop and delivered to fans around the globe. All this is made possible by a Jungheinrich fleet that covers every application and enables increased running times on one battery charge per double shift – for maximum productivity around the clock.

SAFE AND CONFIDENT IN THE FIELD.

In addition to high energy efficiency and user-friendly ergonomics, Jungheinrich trucks also offer features such as the Power Fleet Management System, a software component for monitoring the fleet, and a collision detection system for preventing collisions and accidents. "Jungheinrich has revolutionised the way we work in the warehouse," explains Product Movement Manager Alex Luviano. "Not only do the trucks work with maximum efficiency, they have also raised our safety standards and significantly improved our overall productivity."

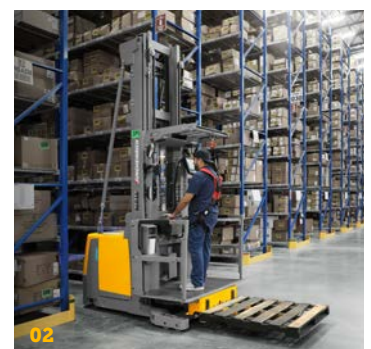
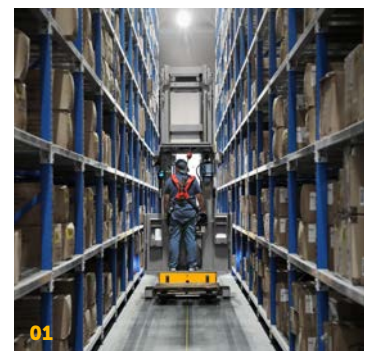
THE CHAMPIONS AMONG FORKLIFT TRUCKS.

Whether manoeuvring in narrow aisles, reversing or order picking at ground level and at heights, Jungheinrich trucks offer maximum flexibility when working, while the operator sits securely in the saddle thanks to a safety belt.

**Tradition
meets
excellence.**

"I love my mobile office," enthuses Rodney Johnson, Product Movement Lead for the Dallas Cowboys. "Jungheinrich trucks are of a high quality and offer functions that competitors do not have. They have long since become an indispensable part of our daily operations and therefore also part of the NFL tradition."

01 - 02
Safe manoeuvring in narrow aisles and bends ensures smooth order picking.



THE PROJECT AT A GLANCE



Customer:

Dallas Cowboys

Industry:

Sports company / Franchise

Location:

Frisco, Texas, USA

Warehouse size:

400,000 m² warehouse space

CHALLENGE

Streamlining and increasing efficiency at a 400,000-m² logistics centre for merchandise items and putting together a customer-specific vehicle fleet that covers all picking applications.

JUNGHEINRICH SOLUTION

Reach and counterbalance forklift trucks, medium/high-level order pickers, as well as electric pallet trucks with high energy efficiency, modern safety features and a fleet management system for optimum coordination of the fleet.

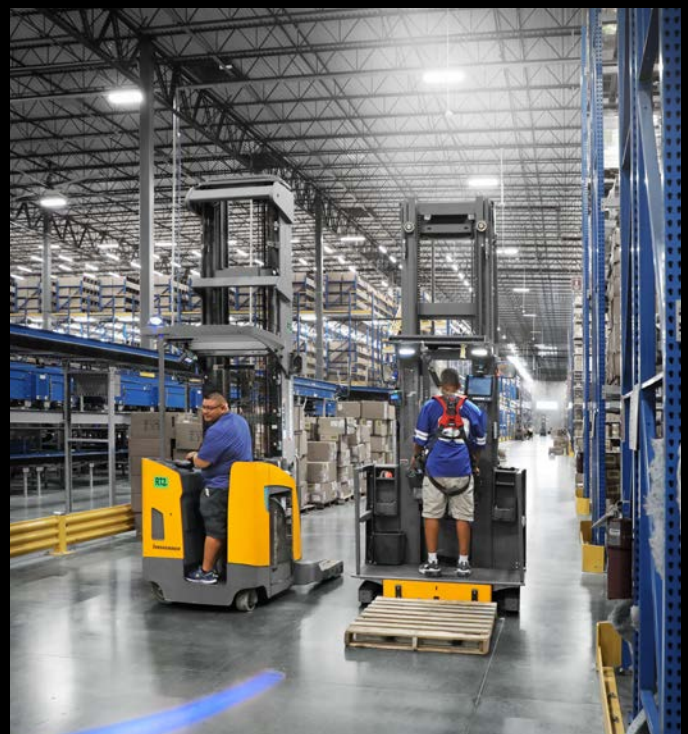
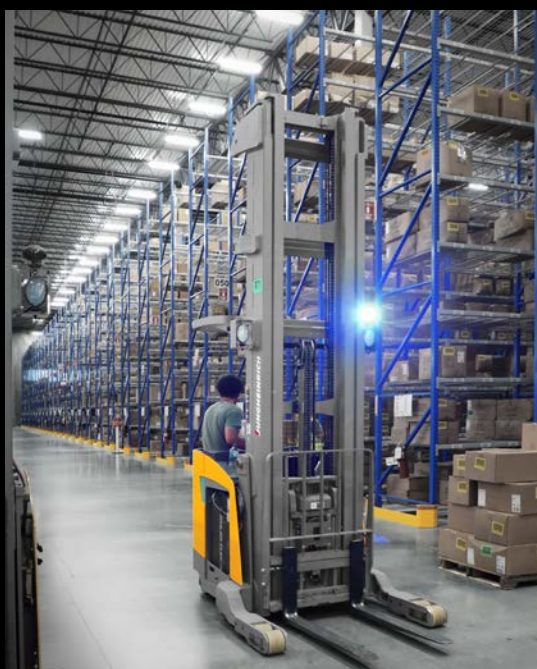
RESULTS

Improved processes that ensure seamless efficiency in the warehouse, increased overall productivity and more pleasant working conditions for employees.

IMPRESSIONS



The high safety standards of the trucks ensure optimum protection at work.



The collision detection and Power Fleet Management maximise safety and efficiency.