

Jungheinrich customer reference

The wholesale market family.



 **JUNGHEINRICH**

Successful sale of Jungheinrich forklift trucks at the Stuttgart wholesale market.

Sunrise may still be a long way off, but the Stuttgart wholesale market is already a hive of activity: in the middle of the night, hundreds of fruit and vegetable traders bustle around the market, loading the fresh food from lorries into the market halls and later onto their customers' vehicles. The atmosphere is as hectic as it is cordial. In the Jungheinrich workshop located in the middle of the market grounds, the service team also begins its shift at night. One thing was already clear when the workshop was founded a few years earlier: to ensure business success, it is not enough just to offer good products and services – you have to become part of the wholesale family.

The Stuttgart wholesale market – huge, sprawling and sandwiched between the main B10 road on one side and railway tracks on the other – is open all year round, 365 days a year. The peak phase begins at midnight and ends sometime in the morning. During this period, 600 forklift and pallet trucks navigate the market halls. Constant repairs are required and the demand for new transport vehicles is also high: the perfect terrain, therefore, for suppliers such as Jungheinrich to explore outside their usual world of logistics, wholesale and retail – or so the team at Jungheinrich's Stuttgart branch thought. As it turns out, things aren't always that simple.

IT'S ALL ABOUT TRUST.

"Grossmarkt Stuttgart" is one of 17 wholesale markets in Germany. Covering just under 20 hectares, it is one of the smaller examples in terms of size, but its turnover is second only to the Hamburg wholesale market. Around 400,000 tonnes of food change hands here every year; 225 traders have their halls here, some rather small and some enormous. The food supply for around twelve million people depends on everything running smoothly here.

When Jungheinrich sales consultant Salvatore Zuccala is out and about in the market, he can barely take a few steps without being approached by one of the traders or their employees. He has learnt what makes people tick here: "The most important lesson is that everyone considers themselves part of one big family." If a forklift truck should break down, for example, your neighbour will be happy to lend you one.

When Jungheinrich rented a hall for its new workshop in the middle of Stuttgart's wholesale market in 2018, the members of the service team were very much treated as newcomers. And as such, the first step is to prove yourself. Zuccala explains: "Ultimately, it's about gaining the trust of the various traders. You have to belong, be approachable and willing to help – even for free sometimes.

But once you've become part of the wholesale family, you enjoy a great deal of trust."

This is also confirmed by Bünyamin Hamurcu, who runs two large sales halls of the fruit and vegetable retailer Alem. When the Jungheinrich workshop moved in next door, he began to gradually switch his electric pallet truck fleet over to Jungheinrich. Why did he do this? "Because Salva is the world's best salesman", states Hamurcu, while the sales consultant stands next to him with a smile on his face. "I know that he won't just sell me any old rubbish."

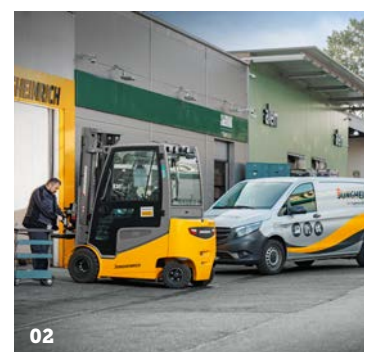
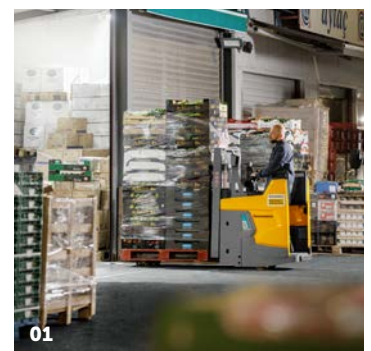
Jungheinrich service engineer Anastassios Mpairamidis is known in these parts as someone who can repair just about anything. Sometimes he is even asked to fix a jammed roller shutter or a dripping high pressure cleaner. "That's just how it works: you help one another. If I simply said 'that's not my job' every time, or put a price tag on everything, our name would be mud here very quickly. This is how we gain trust."

THE POWER OF BEAUTY.

It's 9 am and Deniz Oguz is visibly tired. The trader has been hard at work in his Canes market hall since midnight; finally, the busiest phase at the wholesale market is nearing its end. When asked why he opted for Jungheinrich forklift and pallet trucks, Oguz replies without hesitation: "They are easy to use and make light work of every job." Fellow trader Fatih Sarikaya, from the Hastürk catering operation, agrees: "Where other vehicles stall or jerk, the Jungheinrich trucks always run without issue. And another thing: the Jungheinrich models definitely look the best. I think it's really important that my people and I work with tools that appeal to us."

01
Around 600 forklift and pallet trucks move the fruit and vegetables. The food supply for 12 million people depends on everything running smoothly here.

02
The service engineers of the Jungheinrich workshop at the wholesale market support the traders on site every day – during the main business hours in the middle of the night and early in the morning.





// Having the service workshop on the premises is great for the traders due to the close proximity. //

Thomas Lehmann
Managing Director
of Märkte Stuttgart GmbH

A word with Thomas Lehmann, Managing Director of Märkte Stuttgart GmbH

Your company is a subsidiary of the City of Stuttgart and is responsible for the Stuttgart wholesale market. What do you think of Jungheinrich opening a workshop at the market?

I shouldn't like it, but I do. We have zero vacancies on the wholesale market, space is limited yet in high demand, and any expansion through construction measures is very difficult indeed. The ideal scenario, therefore, would be to give the space occupied by the Jungheinrich workshop to another food trader. As a municipal company, our task is not just to operate economically. We are a critical infrastructure and have a responsibility to secure the local food supply. But there is a very simple reason why I am happy to have Jungheinrich present at our site: the service workshop on the market premises is good for the traders, i.e. our customers. The close proximity enables direct interaction with a premium provider of transport logistics, and this works extremely well. And there is another good reason as well.

What other reason is there for you to welcome Jungheinrich's presence at the site?

We are working to electrify all delivery traffic. In terms of lorries and vans, this is more of a long term goal, partly because it is difficult to provide charging stations directly on the premises or in the vicinity. On the one hand, this undertaking represents a major investment and an extensive remodelling project. On the other hand, the energy infrastructure is simply not ready yet. The wholesale market already requires huge amounts of electricity, not least to cool the halls to 8 degrees all day, every day. Therefore, we are currently working on establishing the necessary energy infrastructure. Something that can be achieved relatively quickly, however, is the complete switch from diesel to electric trucks – and that is where Jungheinrich comes in. I am delighted to have Jungheinrich as a strong local partner who can support these efforts with their products. I am also happy to do my part and support Jungheinrich exhibiting and presenting its electric trucks at the wholesale market.

How do you rate the cooperation with Jungheinrich?

I find the representatives to be highly competent and approachable. They understand how things work here on the wholesale market – it's a bit of a world unto itself. I have more contact with the Jungheinrich staff than with any other logistics provider. I would definitely recommend working with Jungheinrich to my colleagues at other wholesale markets.

THE PROJECT AT A GLANCE



Customer:	Traders at the Stuttgart wholesale market
Sector:	Trade in food and cut flowers
Company size:	A total of 225 traders at the wholesale market
Location:	Stuttgart Wangen, Baden Württemberg
Area of the wholesale market:	20 hectares

CHALLENGE

Jungheinrich establishes a service workshop for forklift and pallet trucks on the grounds of the Stuttgart wholesale market. But before this can be successful, it is crucial to understand how the wholesale world works and what makes the traders tick. Jungheinrich wants to become part of the "family".

JUNGHEINRICH SOLUTION

The Jungheinrich employees go the extra mile and even take on repair jobs that are not part of their actual tasks. By gaining a feel for the needs of local traders, the employees build trust and successfully sell some initial forklift and pallet trucks.

RESULTS

Jungheinrich proves its reliability, news of which is getting around among the traders. More and more traders begin switching some or all of their fleets over to Jungheinrich because they value the local service and the quality of the trucks.

IMPRESSIONS

The EFG 425 electric forklift truck has proved very popular on the wholesale market. The trucks combine easy operation with a comfortable cabin.



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Traders appreciate the fact that the EJE M15 electric pallet truck runs smoothly and without jerking. And it looks good too.



At the end of the shift, traders simply charge their electric pallet trucks at charging stations in their own market halls.