

JUNGHEINRICH IN RETAIL DISTRIBUTION



**We keep coming up
with the goods.**

JUNGHEINRICH

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EFFICIENCY. SAFETY. SUSTAINABILITY.

For any retail business, these are the key ingredients of operational success. As warehouses become ever-more complex, technology plays an increasingly pivotal role in creating safer, more sustainable environments that enable you to work faster and more productively.

But which technology?

In this guide, we'll explore three areas in which the latest technologies are transforming retail distribution operations.

- We'll explore how lithium-ion is transforming operational efficiency and organisational sustainability.
- We'll consider the potential of warehouse automation, and ask that most fundamental of questions for every retail business: is it worth it?
- And we'll examine how technology is helping to drive up safety standards in warehouses and loading bays, helping to protect people and organisational reputations.



LI-ION
technology

SWITCHED ON INTRALOGISTICS: LITHIUM-ION DRIVES THE FUTURE OF RETAIL LOGISTICS

What is it that every retailer needs from its warehouse vehicles?

Less downtime: Always-on trucks can't be idle while waiting for batteries to charge or maintenance to take place

Real efficiency: Nothing harms your efficiency like truck downtime. So any battery driven solution needs to charge fast, and every charge needs to count.

Safe, reliable compliance: Whatever material handling solution you introduce to your warehouse, it needs to be safe, reliable and compliant with regulations.

Sustainability: Because every business is under pressure to reduce its carbon footprint and minimise its environmental impact.

Controlled costs: As long as you run gas-powered vehicles, you're at the mercy of energy markets and rising energy costs.

Why lithium-ion?

- **50% charge in just 30 mins**

In the retail industry, efficiency is vital. Lithium-ion (Li-ion) provides powerful, long-lasting energy - perfect for fast-paced, high-demand operations:

- Longer battery life
- Batteries can be charged during breaks, reaching 50% capacity in 30 minutes
- No maintenance required
- Vehicles powered by Li-ion perform reliably even with a low charge
- Double speed stacking: Our Li-ion-powered double-deck pedestrian stackers can transport two Euro pallets simultaneously with a total capacity of up to two tons. In a sector like retail where speed matters more than ever, our stackers can complete internal transport tasks at double the speed.

Switch to Li-ion tech, and the typical retail business saves time and money.



Which lithium-ion?

Compared to other lithium chemistries and lead-acid batteries, **LiFePO4 (lithium iron phosphate) is the safest choice for the retail sector.** LiFePO4 is non-flammable, non-toxic, and free from harmful cobalt.

Lithium-ion supports your sustainability ambitions

- Reduce CO₂e emissions by 21%
- 95% recyclable

Reduce emissions: Switching to Li-ion technology can reduce carbon emissions by 21% compared to lead-acid batteries.

Power your operations with solar: Harness renewable energy and you can charge your vehicles using the electricity you generate. Solar power may not cover all your energy needs, but it can greatly reduce your reliance on traditional energy sources, cutting energy costs, reducing energy risk, and driving up the sustainability of your operation.

Optimise performance: Smart battery management ensures your trucks always receive the right amount of power, where and when it's needed. Battery management systems also track charge levels and battery health, ensuring optimal performance and reducing unnecessary charging cycles. That boosts your warehouse's productivity and cuts costs.

Recycle (almost) everything: Jungheinrich's sustainable battery recycling system recovers up to 95% of valuable materials from spent batteries. From production to recycling, we've created a closed-loop system that supports sustainability - perfect for businesses looking to reduce waste and environmental impact.





NEW & IMPROVED!
AUTOMATION: IS IT WORTH IT?

What handling challenges does every retail distributor face?

Cost concerns: If they're going to make the upfront investment in automation, distributors need to be confident in the long-term return on investment.

Operational efficiency: It's all about streamlining processes, so distributors are able to manage complex warehouse processes with agility.

Scalability: One-size-fits-all rarely fits anyone. Every retail distributor needs a warehouse system capable of managing its seasonal spikes and fluctuating demand.

Labour shortages: Skilled workers aren't easy to find. Automation can help maintain production while ensuring your talent is focused on areas of greatest need.

IT integration: Any new system needs to integrate seamlessly - and painlessly - with existing IT and management tools.



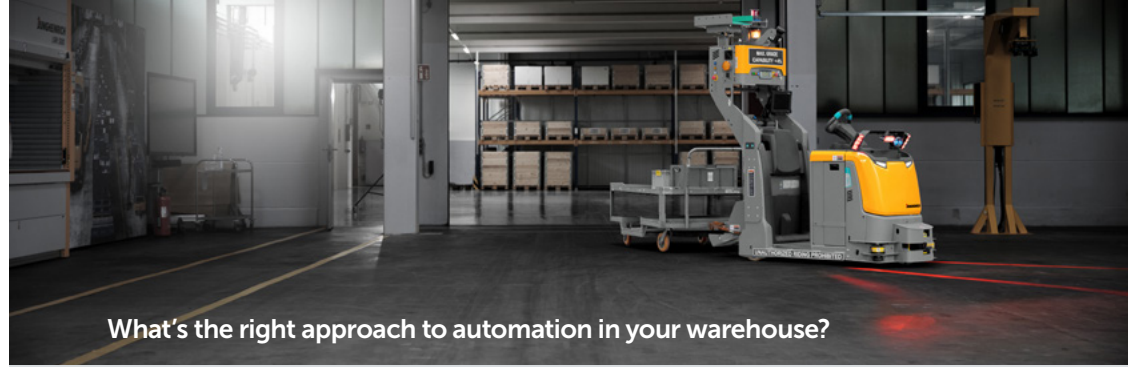
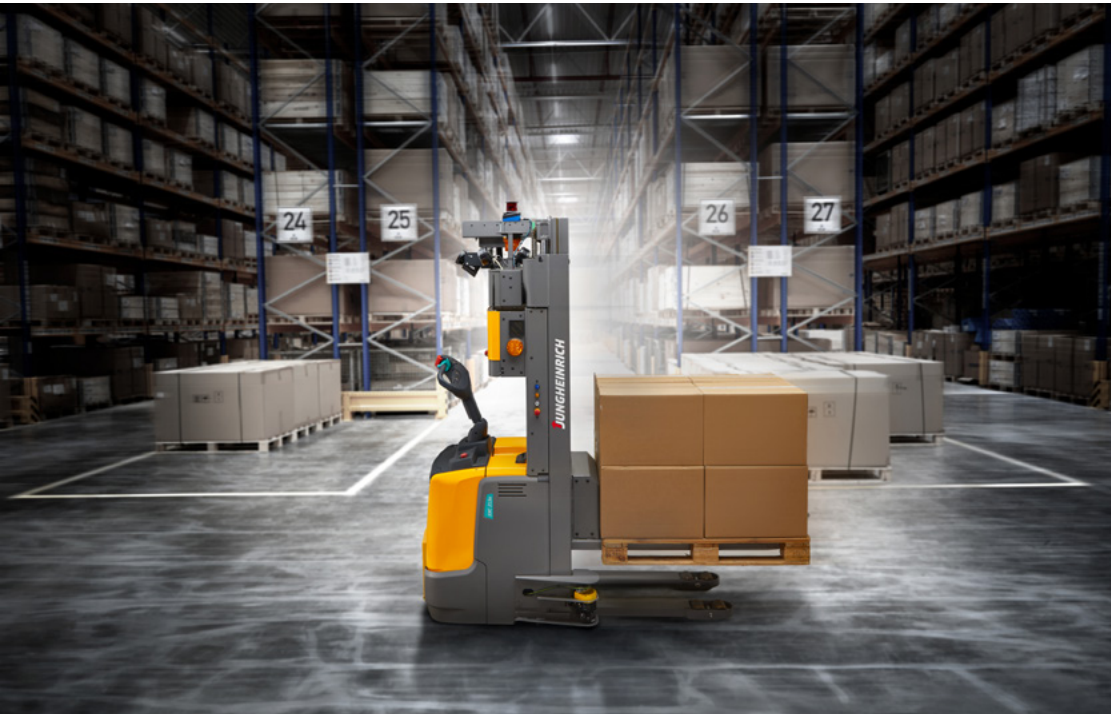
Warehouse automation: how it works

Warehouse automation systems use software and sensors to navigate and perform tasks:

Laser navigation: AGVs use laser beams to calculate their position based the distance to an array of reflectors, ultimately triangulating their position at all times.

(SLAM) - Simultaneous Localisation and Mapping is a technology that allows a device to create a map of an area while also keeping track of its own location within that area. SLAM uses a variety of algorithms, sensors, and computations to help a device navigate an unfamiliar environment.





What's the right approach to automation in your warehouse?

If you're considering introducing automation, it's important to set realistic expectations for return on investment and allow time for proper implementation and testing. Understanding where your business currently stands and identifying areas where automation can add value will ensure long-term success.

Take the following steps when planning your automation journey:

1. **Think strategically:** Automation systems should be tailored to your retail operation's needs. A massive, all-in-one system isn't always the answer. Focus on flexibility and scalability to handle peak seasons without oversizing your warehouse, and so your systems can scale with demand and adjust to shifting market conditions.
2. **Use data to drive decisions:** Analyse material flow and operational data to identify areas where automation has the potential to deliver greatest impact.
3. **Choose the right partner:** Work with a trusted partner who understands the specific challenges of the retail sector and can provide tailored solutions.
4. **Sort your IT first:** Before introducing automation, ensure your IT systems are ready. Your WMS, WCS, and ERP tools need to be up-to-date and well integrated to support seamless operations. You'll also want to ensure that any new automation you introduce will integrate with legacy systems. Your automation partner should help you with this.
5. **Set clear goals:** Align your automation strategy with your broader objectives, such as managing seasonal peaks, improving delivery times, or expanding your product range.

Is warehouse automation in retail distribution worth the investment?

Warehouse automation has the potential to transform retail distribution operations, but it requires a 'reason to be' and a well-planned strategy to deliver real value.

Done right, automation can boost service quality and cut fulfilment costs – key priorities in today's retail world. Follow the above steps and work with your automation partner to build a business case, identifying opportunities, risks and the ways in which automation can support your business needs.

With the case for automation established, you'll be able to ensure investment is aligned with the long-term needs of your business.



TRYING IT ON FOR SIZE: THE PATH TO AUTOMATION ACCEPTANCE

Automation is powerful. Impactful. It changes the nature of your warehouse operations, the speed with which you operate and the productivity of your operation. Crucially, it presents a solution to ongoing labour shortages faced by retail, helping to ease the burden on teams and ensure their skills are used on higher value work.

Yet if automation is to be a success, your people need to understand its role and feel comfortable with it. Bring your people onboard, and you'll discover acceptance quickly turns to enthusiasm.

The 7 steps to acceptance

- 1 **Explain the 'what' and the 'why':** Ensure your people understand what's being proposed, what technology you are planning to bring in, and the business case for it. It will help them understand what the technology can (and can't) do, and reassure them about their positions.
- 2 **Work with experts:** Collaborate closely with your automation provider to ensure seamless integration, tailored to your needs, with minimal disruptions.
- 3 **Involve your champions:** Connect your most experienced staff with the experts, so the experts understand the unique issues affecting your workplace, and so the staff know that their voice has been heard.
- 4 **Provide training & support:** Offer interactive Q&A sessions and training modules to help your staff get comfortable with the new technology.
- 5 **Empower key employees:** Train selected employees to become automation experts who can guide and support their colleagues.
- 6 **Collect feedback:** As you roll out automation, gather feedback from employees to address concerns and showcase early successes.
- 7 **Keep communication open:** Regular communication is essential to ensure smooth adoption and address any ongoing concerns or challenges.



**PRODUCTIVITY IN FOCUS:
LOWERINGPRO**

You know what it's like when lowering the forks on a traditional reach truck. First the main lift cylinders retract. Then the free lift cylinder follows. The two always lower sequentially. And that takes time.

LoweringPRO works faster.

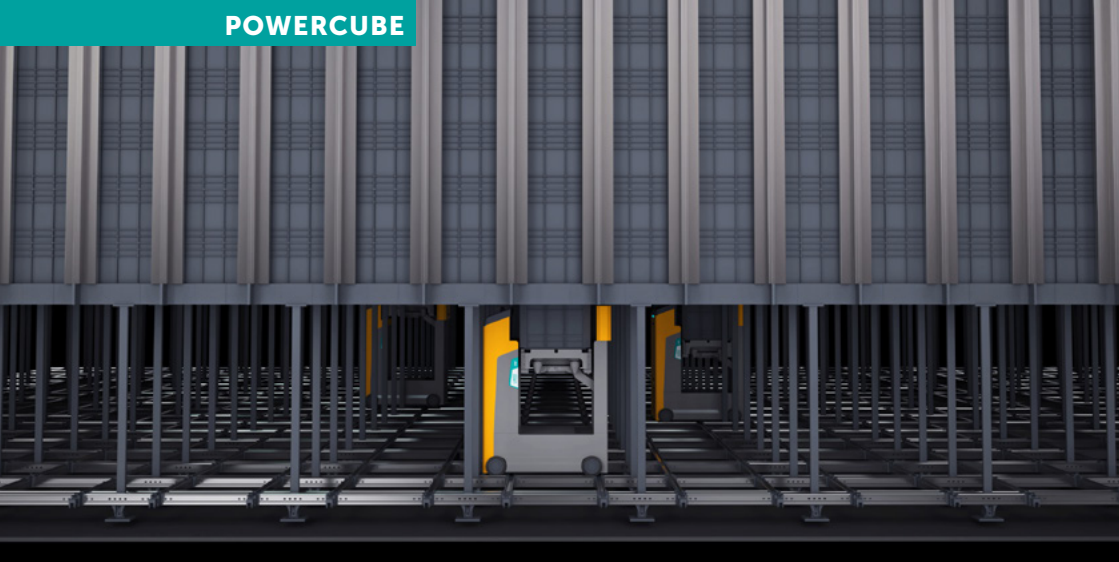
Laden or unladen, both masts retract simultaneously. That means lowering speed is up to twice that of a traditional reach truck, yet the performance boost comes without any extra energy consumption.

What difference does that make to your operation?

The time saved per truck is equivalent to moving an extra 13,679 pallets over its life cycle.*



*Based on a lift height of 12.02 lifting 20 pallets an hour at 40 hours per week, 52 weeks per year for 10 years.



CHANGING ROOMS: JUNGHEINRICH POWERCUBE - THE NEW DIMENSION IN EFFICIENCY

If next-gen intralogistics vehicles make your logistics more efficient, just imagine how much more efficient your operation could be when you combine them with next-gen storage.

You only have a certain amount of time to complete an order. You only have a certain amount of storage space. PowerCube gives you more space and time than you ever thought possible.

As a stand-alone solution or integrated into a complex automated warehouse, the Jungheinrich PowerCube transforms small parts storage.

The cost effective, multi-award-winning PowerCube delivers:

- Unique space utilisation up to 12m high
- Scalability in terms of throughput, number of containers and shuttles
- Up to 4x higher storage density
- Easy integration with your IT infrastructure

[Find out more about PowerCube](#)

UNEXPECTED HAZARD IN THE LOADING AREA?: CREATING SAFER WAREHOUSES FOR PEOPLE, PRODUCTS, INFRASTRUCTURE & DATA



What safety challenges do all retail distributors face in their warehouses?

Racking risks: Retail warehouses are fast-moving environments. Without protection systems, that speed can lead to an increased risk of racking damage from truck collisions.

Protecting personnel: Every warehouse that puts people and vehicles in close proximity creates danger for pedestrians.

Product damage: Unless operatives really can 'handle with care', products, people and profit are at risk.

Operational efficiency: Safety is critical, but how do you ensure it while maintaining compliance and efficiency in warehouse operations?

Data security: How can retail businesses protect sensitive data while leveraging automation for operational benefits?

The big four: how tech supports safety in retail distribution logistics

- 1. Protecting infrastructure:** Regular (human) inspections of racking and storage systems are essential to ensure your infrastructure remains safe and compliant. But smart hazard management, such as visual and acoustic alerts, can reduce collisions, prevent accidents in high-traffic areas, and reduce the risk of inspections revealing unwelcome surprises.
- 2. Protecting personnel:** Technologies like speed control, warning signals, and restricted access areas keep staff safe while they focus on their jobs.
- 3. Protecting goods:** Assistance systems such as fork cameras, load monitoring, and laser-guided positioning ensure goods are stored and retrieved without damage, protecting your inventory (and racking), and maintaining smooth, efficient operations.
- 4. Protecting data:** Increased automation increases a business' reliance on data, which needs to be protected. Custom fleet management systems centralise your operational data, securing it with advanced encryption and access controls. This safeguards your business and ensures efficient, secure processes.

Safety in focus: zoneControl

There's a pedestrian heading towards the loading bay shutter. On the other side, a pallet truck is approaching. No camera angle can see through the bay door. But a modern zone control system effectively can.

A zone control system uses digital 'anchors' placed at high risk areas. As a truck reaches the high risk zone, the anchor module triggers the gate opening and automatically slows the truck to a crawl to avoid collisions.

Entry can be made truck-specific, so trucks not intended for the loading bay can't trigger the door (and therefore can't be involved in a collision). And wearable 'person tags' can provide additional protection to individuals on the warehouse floor, so when a truck and pedestrian are both at risk points at the same time, everyone is notified.

[Find out more about zoneControl](#)



**DESIGNER LABEL:
POWERLINE - SHAPING THE STANDARD IN
RETAIL DISTRIBUTION**

Discover the Li-ion vehicles that deliver the efficiency and safety to transform warehouse operations.



Outstanding agility

Move up to 20 % more pallets per hour than average thanks to optimal use of space.

Maximum safety

Choose the very best in protection for employees.

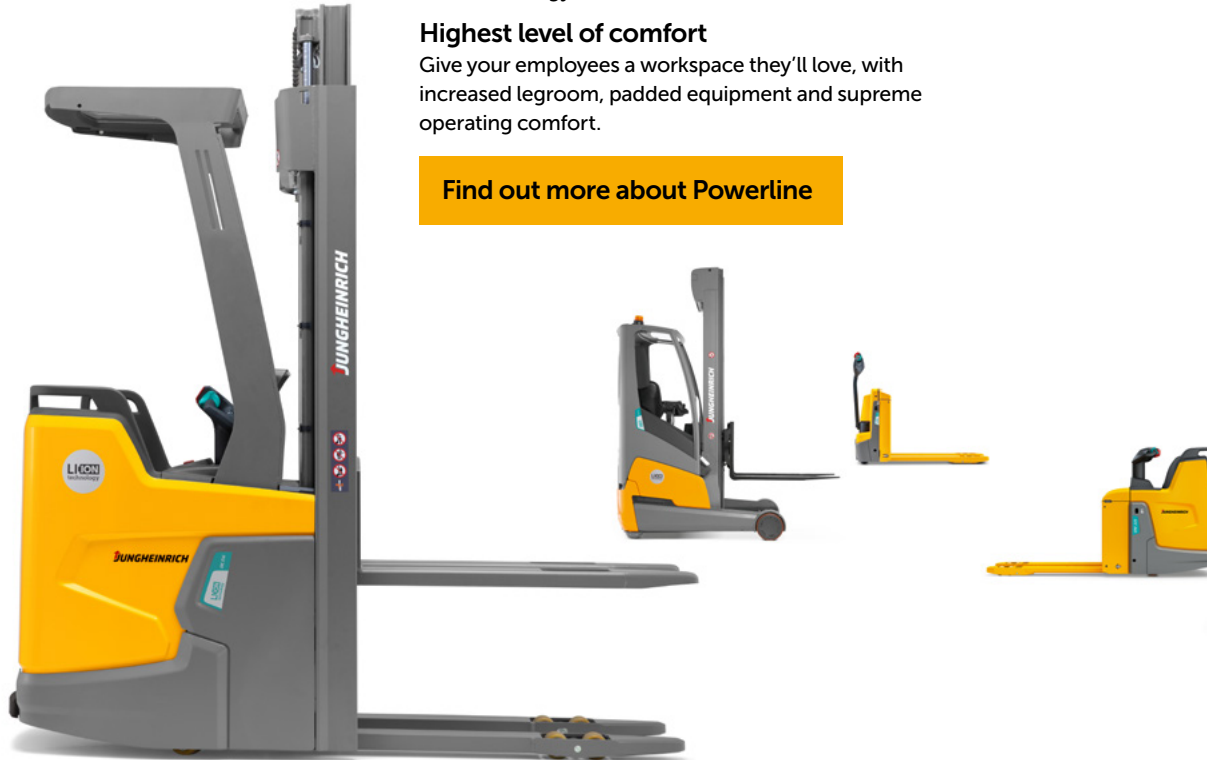
Unparalleled sustainability

Keep at the forefront of the sector with what are arguably the most sustainable vehicles in the industry - consuming 20% less energy (vs lead acid).

Highest level of comfort

Give your employees a workspace they'll love, with increased legroom, padded equipment and supreme operating comfort.

[Find out more about Powerline](#)



RENTAL



ON TAP FOR THOSE BUSY PERIODS: RENTAL AT JUNGHEINRICH.

Your complement of Jungheinrich trucks and handling equipment will be based on anticipated demand. But what happens when that demand changes? Jungheinrich is ready to help.

Jungheinrich's rental service gives you swift access to all the additional fork lift trucks and pallet trucks you need to manage unexpected demand and peak seasons.

With rental from Jungheinrich:

- You never have an equipment shortfall
- You never have capital tied up in equipment you don't use regularly
- You can always access the latest truck technology when you need it
- We take care of truck maintenance

And you can access all the equipment you need, anywhere in the UK, with a single call.

[Find out more about Jungheinrich Rental](#)

JUNGHEINRICH
RENTAL ON TAP
Reserve today

NO BOTTLENECKS AT PEAK PERIODS!

JUNGHEINRICH IN ACTION
CUSTOMER SPOTLIGHT: NORMAL
A/S DENMARK

A FLEXIBLE FLEET EXPANSION WITH LITHIUM-ION TRUCKS IS DELIVERING MAXIMUM PRODUCTIVITY.

Normal



Strong growth and a steadily increasing order volume prompted the Normal retail chain to expand its existing Jungheinrich fleet with additional trucks.

The client

By adapting its warehouse logistics, Normal, the popular Danish retail chain is ensuring that supplies to its 650 shops in eight countries remain as punctual, organised and reliable as before. As a forward-looking company, Normal is always on the lookout for the latest technologies to improve its internal logistics processes. With the Jungheinrich POWERLiNE, it has found the perfect solution for 24-hour operation that is both economical and sustainable.

The challenge

Fleet expansion due to significant company growth with steady increases in order volumes, equipping the customer with industrial trucks for a whole host of applications within order-picking logistics. More than 100,000 pallets of personal care products are stored in the Normal A/S central warehouse in Hedensted (Denmark). Delivery of a wide range of products is coordinated from this ultra-modern building. The challenge was how to grow the fleet from around 150 rental trucks to what it is today with as many as 500 rental and new trucks.





We usually need to process high order quantities very quickly. It's therefore extremely important that the trucks are available at all times. **That's where lithium-ion technology comes in: as all the trucks have lithium-ion batteries, we enjoy high levels of flexibility.**

Henrik Bøgelund
Logistics Director
Normal A/S Denmark



The solution

With the Jungheinrich POWERLiNE range, Normal has found the perfect solution for 24-hour operation that is both economical and sustainable. Not only do the lithium-ion trucks offer the highest standards in terms of safety, agility and ergonomics, their highly efficient lithium-ion technology also delivers an impressive level of sustainability.

When the project took place, POWERLiNE was the only forklift truck on the market with a space-saving, in-built lithium-ion battery. This made it an easy decision for Normal, who, in addition to the battery technology, also values the fact that these trucks are highly flexible, user friendly and durable. "The many benefits definitely outweigh the higher costs", says Jesper Dahl, Technical Manager at Normal A/S Denmark.

A successful partnership with a future

The secret to the successful collaboration between Jungheinrich and Normal A/S lies primarily in the good personal relationships paired with a high level of professionalism. From the initial consultation through the commissioning of the trucks to the service plan, Jungheinrich has poured its passion and expertise into supporting its customer. "We are continuing to grow - and we want to do so with Jungheinrich by our side", explains Jesper Dahl. In preparation for future expansions, the customer aims to invest in more Jungheinrich trucks to increase the performance and flexibility of the fleet.

Henrik Bøgelund, Logistics Director at Normal A/S Denmark explains:

"Our collaboration with Jungheinrich is going perfectly. In all of our joint projects, we have had only good experiences so far. We are particularly impressed with Jungheinrich's professional and reliable work approach. We are fostering relationships based on mutual trust. This makes it easier to see eye to eye in projects and ensures that we understand each other for faster determination of what is required. Of course, the high quality of the products is also key. There are therefore many good reasons for us to recommend Jungheinrich as a logistics provider under any circumstances."

JUNGHEINRICH IN RETAIL DISTRIBUTION



ADD TO CART

Ready to transform your operation? Talk to the UK's most trusted source of material handling solutions.

Contact us at retail@jungheinrich.co.uk and let's grow together.

For further information on all products Jungheinrich can offer, simply call:

0800 357457

or visit:

www.jungheinrich.co.uk

or contact your local sales manager.

JUNGHEINRICH