

Jungheinrich customer reference

# Sustainable retail logistics for Normal in Denmark.



# Lithium-ion trucks delivering maximum productivity.

Strong growth and a steadily increasing order volume prompted the Normal retail chain to expand its existing Jungheinrich fleet with additional trucks. By adapting its warehouse logistics, the customer is ensuring that supplies to its 650 shops in eight countries remain as punctual, organised and reliable as before. As a forward-looking company, the popular Danish firm is always on the lookout for the latest technologies to improve its internal logistics processes. With the Jungheinrich POWERLiNE, Normal has found the perfect solution for 24-hour operation that is both economical and sustainable.

## TRUCK SOLUTIONS TO MEET EVERY REQUIREMENT.

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 equipment responsible for the rapid transport of these goods includes 57 ETV 216i reach trucks, 80 ERE 225i pallet trucks, 60 ERD 220i stacker trucks and 235 EKS medium/high level order pickers from Jungheinrich. The customer's diverse fleet has now grown from around 150 rental trucks to as many as 500 rental and new trucks.

## POWERLINE DELIVERING ASTOUNDING PERFORMANCE.

Normal A/S relies almost exclusively on Jungheinrich POWERLiNE trucks in the new warehouse. 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 the customer, 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.

## RELIABLE ON-SITE SERVICE.

With in-depth knowledge of the existing fleet, two dedicated Jungheinrich service engineers are on site at Normal A/S to make sure that all the equipment remains

## Flexible fleet expansion for maximum productivity.

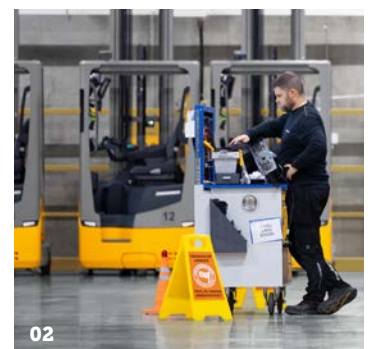
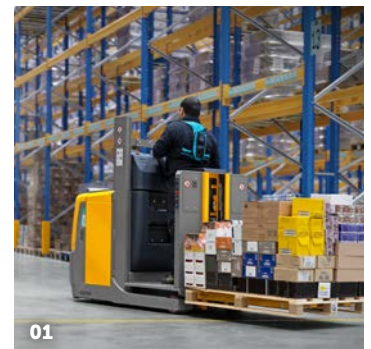
fully functional. This proximity to the customer enables outstanding service and a rapid response when the need arises. Maintenance tasks and battery exchanges are performed promptly and technical defects are resolved immediately, all without disrupting daily operation. "The Jungheinrich service engineers have become just as much a part of the organisation as any other Normal employee", says Kenneth Hollmann Oldenburg, Sales Manager at Jungheinrich 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.

**01**  
Up to 500 rental and new trucks are used for the rapid transport of goods in Normal A/S's central warehouse in Hedensted.

**02**  
Two dedicated Jungheinrich service engineers are on site at Normal A/S to make sure that all the equipment remains fully functional.





**// Jungheinrich  
logistics solutions  
give us flexibility  
as we grow. //**

**Henrik Bøgelund,**  
Logistics Director  
at Normal A/S Denmark

---

**We speak with  
Henrik Bøgelund,  
Logistics Director  
at Normal A/S  
Denmark**

---

**Why did you choose Jungheinrich trucks for the expansion of your fleet?**

The trucks are safe, durable, fast and user friendly. We found that Jungheinrich beat the competition in every respect. What's more, the TCO values (the procurement and operating costs for the trucks) are really good and the service offered by Jungheinrich is exceptional. As we are experiencing significant growth across the entire Normal Group, we are going to need even more trucks in the future. We are certainly going to procure these from Jungheinrich as well, because we are extremely happy with both the quality of the trucks and with the cooperation.

**How have the Jungheinrich trucks improved your order-picking processes?**

The range offered by Jungheinrich provided us with a whole host of trucks to cover every requirement. Long and short distances, pallet trucks and order pickers – all applications are covered. 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. The ability to employ rapid as well as booster charging during breaks delivers maximum truck availability with no downtime. Our processes are now also safer and more sustainable.

**Are you happy with the collaboration and would you recommend Jungheinrich?**

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.



## THE PROJECT AT A GLANCE

# Normal

Customer:

Normal A/S

Sector:

Retail

Company size:

450 to 500 employees depending on warehouse activity

Location:

Hedensted, Denmark

## 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.

## JUNGHEINRICH SOLUTION

Expansion of the existing company fleet to as many as 500 rental and new trucks with lithium-ion technology, including Jungheinrich POWERLiNE trucks.

## RESULTS

Maximum flexibility in fleet make-up, increased safety, high level of user friendliness and long-term reduction in operating costs through the use of lithium-ion technology.

## IMPRESSIONS

More than 100,000 pallets of personal care products are stored in the Normal A/S central warehouse.



Normal A/S relies almost exclusively on Jungheinrich POWERLiNE trucks in the new warehouse.



The ability to employ rapid as well as booster charging during breaks delivers maximum truck availability with no downtime.

By adapting its warehouse logistics, the customer is ensuring that supplies to its 650 shops in eight countries are punctual, organised and reliable.