

Sector : Retail -Pet Food

Customer : Burgess Pet Care

Product : Electric Counter Balanced

NEW TCM FORKLIFTS SUPPORT PET CARE EXPERT'S ADVANCED PRODUCTION PLANS

With a heritage that strides two centuries and ownership passing directly through generations of the same family, Yorkshire based Burgess is a remarkable thoroughbred British family business that continues to thrive and grow.

Its core business today is animal nutrition, with a passion and expertise respected and approved by the veterinary profession and pet owners alike. It also claims to be probably the only manufacturer that offers a product for the top 9 most popular pets.

History and a track record for success over generations is one thing, but Burgess is clearly focused on its future. They are currently working through a £3.5m investment programme to update production facilities and introduce more automation to ensure that state-of-the-art manufacturing enables the business to continue its market leadership and expand its markets.



Mark Smith - Head of Operations
Burgess Pet Care, Yorkshire, UK



Included in the investment plan for new plant and productivity is replacement of forklifts and handling equipment, which are seen as a key part of the production capability.

Burgess currently produces over 300 product variations of pet food per year, which in addition to their own product range, also includes contract manufacture for own-label customers.

Pet food production involves batch manufacture with raw materials and ingredients delivered mainly by forklift to mixing vessels. Production schedules require rapid change over of vessels, so efficient forklift operations to supply raw materials and remove residual waste is an essential part of the process.

Logistically, the business can be quite complex with stocks of literally hundreds of raw materials, packaging materials and finished products ready to be shipped to wholesale and retail pet stores across the country and exported. And with major pet chain stores among its customer base, tight schedules and hard deadlines are a simple fact of life.

Many of the high volume ingredients are sourced locally and once they are quality approved are stored. Most of the bulk materials are handled in tote bins. These are transported around the plant by forklift and similarly waste materials are handled in the same way.

Until recently Burgess owned its own forklifts operating them over 10 year replacement cycle to maximise their service and value. As it turned out the trucks began to become less reliable and more costly to maintain, something which Mark Smith, Head of Operations at the Cherry Tree Mill factory was keen to change.

“The cost of repairs and failures began to increase to an unacceptable level, explained Mark. The reliability of the trucks also started to worry us, so you end up running more than you really need just to ensure you have capacity to do the job”.



The trucks also have several duties, including loading and unloading vehicles and serving production with raw materials or removal of residual waste. “So there is sometimes competing demand on forklifts, which means having them all available. Seeing them idle due to breakdown was really frustrating at busy times”, he said.

The solution provided by TCM Dealers, BJB Lift Trucks based close by in Grimsby provided both a 13% operating cost saving and significant improvements in handling efficiency – the two key requirements that Mark Smith was looking for to replace the trucks.

Instead of an outright purchase and the long-term liability for maintenance and reliability issues, Burgess opted for BJB Fork Truck’s proposal of a 5-year lease with inclusive maintenance arrangement. The electric 1.5T and 2.0T trucks carry a 3 year warranty option with 5years warranty cover for batteries which boosted confidence and removed any worries about future maintenance and reliability. The TCM trucks are built on a common components platform that ensures easy parts availability and means that over 90% of faults can be solved on the first service call.

So now the Burgess fork lift fleet is on a 5 year replacement cycle and have built-in maintenance and extended warranty cover. “It meant that I could plan to right-size my forklift resource, avoiding overcapacity to compensate for downtime. I have a flexible, newer fleet that is optimised for our operation and which delivers both functional benefits and operating costs savings”, is how Mark Smith explained the change.

A key specification in truck selection was agility and strength as they often operate in confined spaces but are called upon to also lift serious loads. TCM were already known and proven within Burgess through their predecessor brand, so gaining operator approval of trucks was straight forward. Burgess production operational team were familiar with the TCM heritage and trusted the products from the start. They were also able to ‘test drive’ the latest TCM products through a short term hire prior to making the final decision.



Electric power was the favoured option for the counter-balanced trucks which gives them universal operating capability (inside and out) essential in the multi-duties environment of a pet food production mill.

Mark Smith considered a number of alternative solutions and proposals that were offered by several FLT suppliers, but Burgess were impressed by BJB's straight talking but relaxed business approach. Which according to Mark came with real commitment and service capability that is often only found in independent businesses like BJB.

"We were impressed that the BJB Lift Trucks team included both technical advice and a senior decision maker. This meant that we could discuss and design the package we were looking for, and resolve issues, without them having to refer back to higher authority. There was a good fit as they clearly understood our business and what we were aiming to achieve with our materials handling plans. Being relatively locally based was also a benefit and the fact that their service offer is cleverly personalised and not an anonymous call-centre is reassuring", revealed Mark.

BJB's ability to offer a single source solution for other handling and storage products was also extremely useful in creating a simpler and commercially attractive proposition. And with an award-winning forklift training school included in BJBs list of capabilities, their strength and value as a materials handling and storage solutions partner is clearly different and positive.

TCM products are exclusively dealer led in the UK with a network of independent dealers like BJB Lift Trucks who add their local business management and decision making to the strengths of a global forklift brand with all the technical resources, expertise and brand reputation that implies.





Serving production with raw materials



Electric powered fork lifts gives universal operating capability



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TCM