

Sector : Printing

Customer : Lion FPG

Product : electric counter-balanced

Lion FPG / AMVAR

THE PRESSING NEED FOR EFFICIENT MATERIALS HANDLING

Feed me ! That's the cry from the banks of hungry printing presses at Lion FPG – one of the UK's leading print businesses whose high quality, high speed printing operation produces around 500 tonnes of printed material per year.

Working around the clock 5-days per week the business operates from two sites located in West Bromwich and Wolverhampton, producing a vast quantity of printed material including; litho, digital and large format, both colour and mono. Their customers include national government agencies, public sector organisations such as councils and colleges, utilities and private company clients. All demanding customers with high expectations of quality, service and delivery.

The company has been around for over 75 years and has over recent years made extensive investment in the latest litho and digital printing equipment, pre-press technology as well as strategic acquisitions within the Midlands print industry to support its dynamic growth strategy. Lion also offer a comprehensive storage and stock management service with storage for up to 1,100 Euro pallets.



Supplying printing presses in a 24-hr operations means having highly reliable materials handling.



The extensive range of product options such as paper quality, size, layout, finishes and process, mean that production schedules are complex and challenging. Materials and paper stocks are therefore in constant orbit around machines as schedules demand that presses must be supplied efficiently and timely to extract maximum productivity and throughput.

Director of Production Azar Mahmood explained that like any production environment ensuring machines are efficiently supported to maximise productivity is key. "There is a swift process cycle as paper stocks are delivered, un-loaded, prepared and delivered to presses, with a similar reverse process to take finished materials from presses to be prepared then despatched. Within those cycles there are numerous handling requirements and as paper is a heavy material it all needs to be mechanically lifted. That is why we depend on efficient and reliable materials handling".

Lion FPG's materials handling needs have been supplied and supported by Birmingham-based TCM forklift dealer Amvar Forklifts and for Azar Mahmood it's all about the service. As he explained; "it is very important for us to have a reliable and trusted materials handling partner, one that is local and can respond when we need them. A forklift failure needs to be sorted quickly or it could mean blockages in the process and lost production".

Lion lease their TCM trucks and find that the inclusive maintenance deal gives them a peace of mind and managed costs. Truck are serviced on a planned cycle with the promise of same day service support. According to Mahmood that means a single call to Amvar where there is a clear understanding of Lion's needs and expectations. So, there is no call-centre experience. Instead Mahmood speaks directly on first name terms to a member of Amvar's locally based service team and can also refer back if necessary to the same person.



“When we select a forklift partner the level of service and quality of service is paramount. Working with a local business that is backed by an international brand like TCM provides a distinct benefit for us as everything is handled locally, we talk peer to peer when we need to discuss business, have responsive, locally-based support on hand and access to some of the best technical advice in the industry”.

TCM forklifts has a dealer-led business model that is designed to provide service and support with local roots, personalised transactions and a clear understanding of its customers needs.

Ends



Paper is a heavy material so it all needs to be mechanically handled.



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A GLOBAL FORCE IN
FORKLIFT 