

New Balance™ runs smarter with **RAYMOND**

As one of the most innovative and successful athletic shoe manufacturers in the world, form and function are critical to New Balance's bottom line. And when it wanted to outfit its warehouses with the most advanced lift truck technology and value-driven materials handling solutions to maximize total productivity, it partnered with Raymond and our 100% integrated authorized service and support center network.

Driven by a relentless pursuit of perfection, New Balance chose our exclusive *ACR System™* with its industry-leading AC battery life, and our hands-free *intelliguide™* wireless guidance system. And the winning edge? Our custom engineering services, consolidated invoicing program, and the proven reliability and durability of our truck portfolio.

The results: *seamlessly doubling warehouse processing to 22 million pairs of shoes annually, with only a minimal 10% increase in staff levels.* Better, smarter and faster. That's how Raymond goes above and beyond.



*"We couldn't do it
without Raymond."*

Rick Thorn
Distribution Engineering Manager
New Balance

5000 Series
Orderpicker

www.raymondcorp.com | 1.800.235.7200

RAYMOND
Above. And beyond.®

Lift Trucks | *iWarehouse™* | Service | Training | Parts | Rentals | Leasing | Engineering