

NEW TECHNOLOGY DRIVES WAREHOUSE PRODUCTIVITY

RAYMOND

MULTIGENERATIONAL, FAMILY-OWNED BUSINESS FINDS SUCCESS BY PAIRING TRADITION WITH EVOLUTION

“WHEN IT CAME TIME TO LOOK AT AND COMPARE EQUIPMENT, THE QUALITY OF RAYMOND EQUIPMENT AND SPEED OF THE ORDERPICKERS WERE SIMPLY BETTER, WHICH MEANT MORE TIME SAVED AND BETTER PRODUCTIVITY FOR US. IT WAS AN EASY CHOICE,”

- **ERIK LARSEN, VICE PRESIDENT OF OPERATIONS, GINSBERG'S FOODS.**

OVERVIEW

Ginsberg's Foods, one of the largest independently owned and operated foodservice distributors in New York's Hudson Valley, began as a local grocery store and butcher shop in 1909. After decades of success, second-generation owner Morton Ginsberg closed the grocery store to focus on serving schools, restaurants and health care facilities by providing free delivery of the products they needed from a single source — and at discounted prices. Today, Ginsberg's Foods serves customers throughout 49 counties in six states and is one of the 650 independent distributors nationwide that is a part of the UniPro Foodservice procurement conglomerate.

CHALLENGE: LIMITED TIME AND RESOURCES

Ginsberg's Foods runs a 24-hours-per-day operation, roughly six days per week. This busy warehouse environment, along with the company's continued growth, led to capacity issues with operator education — too many trucks were running through the aisles for instruction to happen at the same time as daily operations. Additionally, employee feedback to the leadership team suggested consistency was needed within the company's program.



SOLUTION: INNOVATIVE INSTRUCTIONAL TOOL

To help expand and revise its operator education program, Ginsberg's Foods incorporated the Raymond Virtual Reality Simulator. This technology is an asset to any operator learning program, as it helps individuals become more familiar and comfortable with the forklift and its controls prior to operating within the physical warehouse environment. Using the Raymond Virtual Reality Simulator and the company's patent-pending sPort, or Simulation Port, operators are given the opportunity to enter a simulated warehouse environment and use an actual Raymond® forklift truck to learn best operating practices. Ginsberg found that learning skills on an actual truck helped build operator confidence and eliminated the need to purchase or store a purpose-built instructional truck.

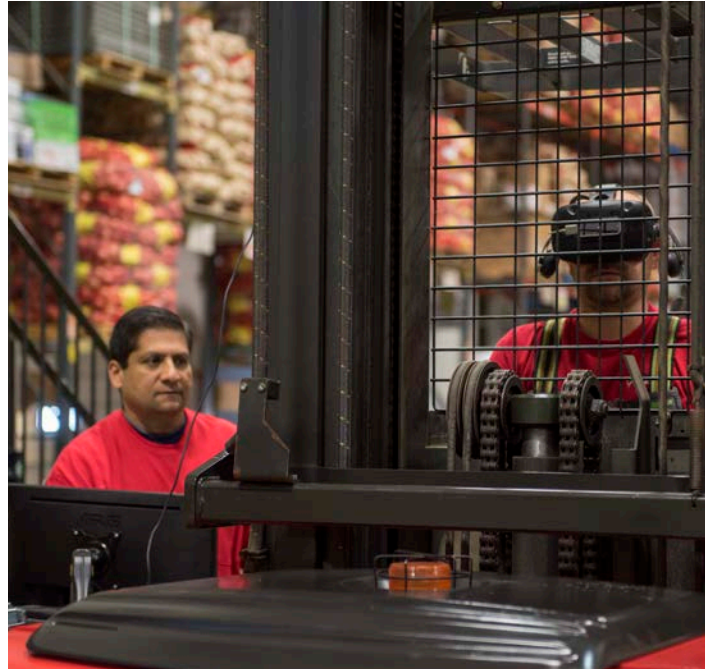
RESULTS: IMPROVED PRODUCTIVITY

Because almost half of all recent new hires at Ginsberg's Foods have never been on a lift truck before, they need more education than others to feel comfortable entering a live warehouse environment. The Raymond Virtual Reality Simulator puts everyone on a level playing field, allowing instructors to watch multiple operators at once and give immediate feedback.

The Raymond Virtual Reality Simulator also helped Ginsberg's Foods retain new talent. Many of the recent hires are millennials, and they expressed interest in virtual reality because they had experience with it outside the workplace and saw it as a unique way to learn.

These insights came from a trial that Ginsberg's Foods ran with the Raymond Virtual Reality Simulator, but the success of that trial has led the team to consider implementing VR instruction.

"After using VR as part of our teaching program, operators were vocal about how consistent they felt the instruction was," said Mike Card, warehouse manager at Ginsberg's Foods. "Adding VR to our program, even temporarily, helped make everyone more comfortable." Before even stepping foot in the actual warehouse environment, operators could get the experience of driving a truck in it.



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