



Big Joe climbs to the top at Big Rock Sports

Big Rock Sports is an international sporting goods distributor supplying a wide variety of hunting, fishing, boating and related items to independent retailers and chain store merchants. Their 310,000 sq. ft. Hamlet, North Carolina DC had a fleet of 10 Crown WAVs which were being used in overstocking, stock replenishment and case picking operations. As the WAVs aged, Big Rock Sports was beginning to experience costly maintenance issues including mast chain adjustments, broken mast cables and steering assembly failures. When facility throughput demanded additional capacity, Big Rock Sports chose to lease eight Big Joe J1-162 Joeys and integrate them into the Hamlet DC. Operating side by side for a period of five years, the J1-162s outperformed the WAVs in terms of productivity, reliability and operator preference.

“The J1s are built sturdier and are easier to operate in tight spaces, reducing the amount of abuse from impacts,” Bill Price.

Operators grew to prefer the superior handling characteristics and overall stability when working at height offered by the Joeys. “The WAV’s front wheels have to spin around 180° before one can really control the steering again,” said Bill Price Maintenance Team Lead. “Most preferred the J1’s because they were easier to steer, did not shift out of control when reversing direction, felt more stable as the single mast column on a WAV had a lot more wobble when moving on the platform.”

“Every time the mast cable on a Crown WAV lost continuity in one of the 15 wires of each side, it was an all-day job to replace them. I have never had to consider replacing a mast cable on a J1 to date,” Price said.

“We track productivity and metrics daily to ensure we satisfy our customers. Employees are measured on their productivity and they were having problems with the WAVs’ downtime, which was negatively impacting them,” said Aaron Chandler, General Manager at Big Rock Sports.

The maintenance difference between the J1-162s and WAVs was so great that when the 5 year lease on the Joeys was up, Big Rock Sports decided to purchase 16 new J1-162s and remove the WAVs entirely from the DC when they were no longer serviceable. “This is my first experience with Joeys, in other facilities we had WAVs. The Joeys stand out for reliability. Looking at the lifespan and reputation for quality makes them something you can purchase and have confidence that they will last for many years, as long as they are properly maintained,” said Chandler. “For sure I would recommend the Joey to our other locations.”





Ideas @ work

J1 JOEY



The J1 JOEY combines attributes of elevated work platforms, order pickers and tuggers into a compact vehicle design.



BIG JOE MISSION:

We believe that we can help North American businesses improve their results and the quality of their workers lives by providing simple innovative material handling products and genuine responsive support. Big Joe equipment focuses on supporting customers changing needs related to how they Move, Stack & Access materials in their operations with the goal of helping companies and their workers **move more and hurt less**.

ABOUT THE J1 JOEY:

- + **Safety** – Reduce exposure to worker injuries compared to ladders
- + **Productivity** – Complete 2x as much work as compared to ladders
- + **Capability** - Carry up to 2x the load weight of other vehicles
- + **Capability** - Tow up to 2,500lbs with the optional tow hitch
- + **Capability** - Elevate operators as high as 192" on the J1-192

Key features:

- Electronic power steering with infinitely variable speed control
- Finger tip controls integrated into vehicle guardrails
- Premium steel I-beam mast construction and steel frame
- 180 degree articulating driveline with 72" minimum turn radius. The Joey can be driven at height to move from task to task. Travel is provided by a high efficiency AC drive motor that can be programmed through the on-board LCD dash, while power comes from a standard 224AH AGM maintenance free battery pack that supports opportunity charging from a standard 120v outlet or a lead acid industrial battery and external charger which is required on the J1-192.

