



Ideas @ work

SUMMIT GOLF BRANDS

Summit Golf Brands (“SGB”) is the company behind luxury golf apparel brands B. Draddy, Fairway & Greene, Zero Restrictions, and EP New York. SGB has built much of its business through quality service it can attribute in part to its vertical integration of fulfillment and decoration. Their distribution center located in Barnveld, WI handles receiving, shipping, and decoration for well over 1,000 SKUs which are constantly changing with the seasons, fashion trends and tournament affiliations including the U.S. and British Opens. “We revamped the warehouse a few years ago to handle the inventory. So many of our items change with seasonal that we went to A & B



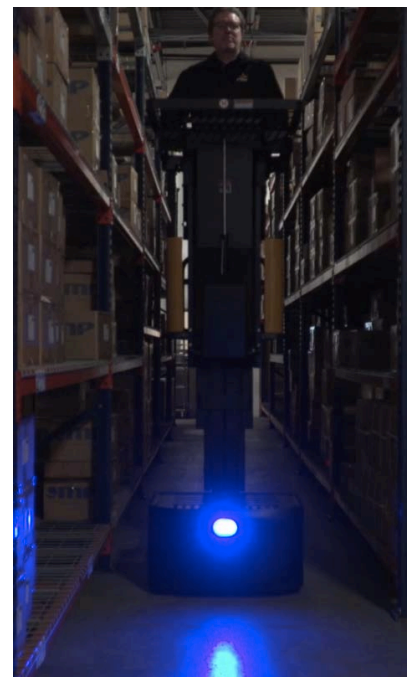
“I’m totally impressed with the little Joeys. The VP is impressed and the CEO is impressed too. When you spend the money, they want to see the results and they have.”

levels in the racking and moved overstock to the other side of the building,” said Larry White, Warehouse Manager. To handle their picking and replenishment operations, Summit initially purchased a fleet of six well known order pickers. When the time came to add to the fleet for additional capacity, Mr. White decided to evaluate new brands of access vehicles and discovered the Joey Zero.

“We did a two-week demo of the little Joey and I really liked how well it drove and performed,” he said. Summit purchased two J0-118 Joey Zeros and added them to their existing warehouse fleet. Mr. White immediately saw the impact of the decision, “Productivity has shot up in the last year since we got them. The little Joey is a great fit for us. The tightness of the steering and the maneuverability gets it up and down the aisles quickly and easily. Our racks are set 6’ apart and we have 34 rows, so we need to move a lot. The accuracy of the steering and its travel control when raising and lowering have been awesome, definitely made a difference. In my personal opinion, the Joeys drive better and smoother, and turn better in the tight aisles.”

Mr. White points to a number of features on the Joey Zero that have benefited Summit, including the standard powered load tray, an expensive option on other brands and the forward projecting blue light. “Being able to lower the front deck makes it much easier to see when you’re driving with a load, and people can see that blue light down the aisles, that’s awesome. The Joeys were less money than the others, but I think I got the better machine, in my opinion.”

“I measure success by the Joey’s dependability. Not having break downs and having to call service people out. If I lose a picker for three days it cuts into productivity,” White said. “I like the Joeys, would definitely buy more. There’s not a doubt in my mind.”





Ideas @ work

J0 JOEY



The Joey Zero Electric Access Vehicle, model J0-118 - is a compact and flexible solution for those looking to replace ladders and improve productivity in warehouse, retail and other industrial and commercial operations.



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 J0 JOEY:

- + **Safety** – Reduce exposure to worker injuries compared to ladders
- + **Productivity** – Complete 2x as much work as compared to ladders
- + **Capability** - Carry up to 750lbs (200lbs front load tray, 250lbs front load deck, 300lbs operator's compartment)
- + **Capability** - Elevate operators as high as 118" on the J1-118

Key features:

- Automatic locking rear entry gate when elevated
- 200lb capacity POWERED LOAD TRAY
- 750lb total capacity
- 118" maximum lift height
- Electronic Power Steering
- Field proven permanent magnet DC drive motor
- Obstruction presence sensors below operator compartment
- Integral batteries and charger

