



ideas @ work

The D40 and Half Pallet Delivery Solutions

Research findings show that a typical retailer loses about 4 percent of sales due to having items out-of-stock. [1]

Many retailers and direct store delivery (DSD) operations across North America are in the process of adopting new delivery methods, procedures and equipment due to changes in the competitive retail landscape.

Due to the proliferation of various store formats and the growth of ecommerce, retailer profit is becoming increasingly reliant on new product introductions, SKU expansion and promotions, while competition for traditional staples continues to grow.

For many years in retail, the core of the store had been where operators made their money. Full pallet loads of popular consumer packaged goods delivered on 40 x 48 pallets once or twice a week from a large distribution center was the norm.

Today however, this is changing.

Many store operators now must make their money on the store perimeter, since basics can now be found virtually anywhere and everywhere. More frequent store replenishment, more items in smaller quantities, and the use of small pallet formats are becoming a bigger portion of the retail supply chain.

With all that extra material handling, removing the number of touches and worker strain from rack to shelf can create considerable savings. Whether it be at a store location, cross-dock, or warehouse, **new equipment like the Big Joe D40 is being developed to help support these objectives.**



And really it's about time.

Using the same equipment built for full pallets and using 40x48 pallets to deliver less than full pallet loads is just too wasteful given trends in retail. It is also proving to be too detrimental to top line same store sales, and has thus gotten the attention of the C-suite in many organizations.

Given the continuing spread and importance of new SKUs, keeping from being out-of-stock (OOS) is increasingly challenging.

When losses in patronage and revenue are examined, it is clear to many retailers that how they distribute and what they distribute on is something they need to look at. Research findings show that a typical retailer loses about 4 percent of sales due to having items out-of-stock. [1]

[1] Grocery Manufacturer's Association: Worldwide OOS Study

Half Pallet Delivery Solutions:

- Reduce occurrences of OOS by supporting smaller, faster, frequent replenishment.
- Reduce material handling costs through the elimination of double handling.
- Improve driver retention & quality of life due to the reduction in physical labor.
- Can increase sales through more timely and easier deployment of merchandizing through the use of floor ready displays.



So what makes the D40 special as part of a half pallet solution?

Size, weight, construction, and technology in short.

Compared to competitive equipment the D40 is both smaller and lighter for starters, having the same wheelbase as a manual pallet jack. This makes the unit very maneuverable in trailers, on lift gates, or in tight store aisles and warerooms.

With a lower gross weight than traditional units, the D40 treads lightly on commercial tiles and flooring. On occasion this can also allow for an extra pallet to be placed on a delivery truck either to or from a store location, which transportation folks appreciate.

The construction of the D40 features a narrow 25" chassis that can go places some equipment simply cannot access. With the forks configured for half pallets, an entire load from stem to stern can transit through doorways with ease, which reduces damage and reduces delivery time.

The D40's unique clamshell design provides good weather resistance to internal components and houses a built-in 120v charger making deployment very simple for new users. Power for an entire day's deliveries comes in the form of an AC drive motor matched to AGM dry cell batteries that are free of regular maintenance and ensure solid reliability.

The D40 is certainly a great tool for the last move.

With several available options the D40 can be further tailored to meet the needs of specific types of deliveries or cover a range of pallet types should that be required. Product options include:

- Multiple fork configurations
- Multiple load back rest sizes and types
- Load restraints, Tool trays for documents & electronics
- Stability casters, Traction tires, Tandem load wheels
- A wide range of programming options
- Build to suit development and manufacturing