



BRIGGS PROVIDES THE INGREDIENTS FOR SUCCESS FOR GLOBAL FOOD GIANT

Customer:
Greencore

Application:
Food processing

Brand:
Yale, Combilift, JLG, Hako, Terberg

Products:
60 units mixed



“I was really impressed with how quickly Briggs got this moving and the rates for the scissor lifts were incredibly reasonable including delivery costs. Briggs have really helped us out with all kinds of machinery. We would have struggled to source such diverse equipment independently via multiple providers. It’s not only the equipment that has impressed me but the service provided right from the sales executives, who are my point of contact, to the speed and efficiency of delivery.”

Mark Kearney,
Inbound Manager



Leading international food manufacturer Greencore has drawn on the diverse MHE offerings of Briggs Equipment to help drive cost efficiencies and to provide a unique customer service at its Food to Go facility in Northampton.

Situation

As the site expanded, the requirement for materials handling equipment not only grew but changed. This is where Briggs tendered to supply the new fleet and maintenance contracts. Briggs now supplies over 60 pieces of equipment across four Greencore sites and due to the diversity of the equipment available through Briggs the site can now deal with one supplier rather than the substantial supplier list they had maintained previously. The equipment has been provided on a mixture of both long term and short term hire contracts allowing for a flexibility previously not available to the operation.

“We were using long term contracts for our lifting and handling equipment and because our need for more diverse equipment grew, this arrangement was proving very costly,” said Mark Kearney, Inbound Manager, Greencore Northampton.

Solution

Due to fluctuating demand, Briggs identified that a more flexible and cost effective way of maintaining productivity was to introduce the very same standard of equipment Grencore had been used to, but on a short term hire basis.

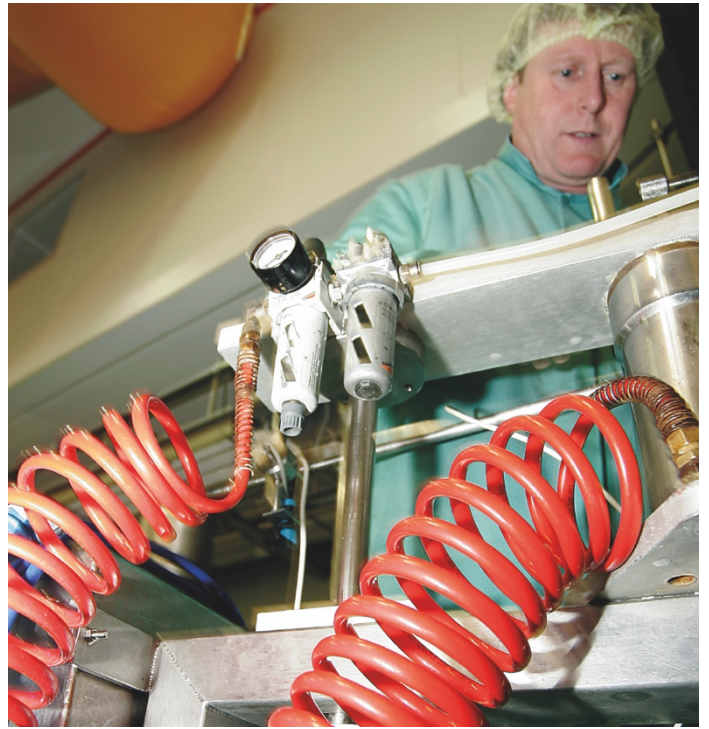
“The range of products Briggs Equipment could supply to Grencore and the speed of their delivery to site coupled with competitive rates meant we could support their operation consistently and effectively every time,” said Zoe Lyons, Customer Contract Manager.

Action

Once the benefits of short term hire were identified, Briggs placed a 5T fork lift on site to help with heavy duty loading and unloading, something that Grencore’s previous supplier had been unable to help with.

“In addition, when two reach trucks needed to be moved from one manufacturing unit to another, the short term hire team at Briggs arranged for a low-loader vehicle to transport both machines swiftly and safely ensuring no down time on either site. For this we were really grateful,” said Mark Kearney.

The recent £9.5 million investment in its short term hire fleet put Briggs in a position to respond to a short notice request from Grencore for pricing and availability of JLG scissorlifts.



Result

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Briggs has since supplied a Hako Citymaster 600 on-site road sweeper on long term rental, which has helped maintain site cleanliness, vital for food preparation facilities. Briggs is also supplying a terminal tow tractor to the site on a short term basis to support their operation.

Zoe Lyons commented, “By thinking outside the box about Grencore’s material handling and asset management challenges, Briggs were able to tailor a service to meet their unique needs. A ‘one stop shop’ approach is making Briggs a really attractive partner for many industries to use.”



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