



FORKWAY
G R O U P
a Briggs Equipment company

Innovative Storage Solution For Simpson Packaging

SIMPSON PACKAGING 

One of the UK's leading suppliers of packaging materials has gained over 35% more pallet locations with a new fleet of Aisle-Master Articulated Forklifts from the Forkway Group.

Established in 1988, Simpson Packaging is one of the UK's leading suppliers of packaging materials, handling equipment and workwear to the removals, self-storage and furniture industries as well as being a major force in industrial packaging. The continuing success is due to one major factor: putting the customer first, so when your existing warehouse starts to impact on your operational efficiency, it's time to move!

In October 2016, Simpson Packaging moved into a new 33,000 ft² purpose-built warehouse that is more than three times the floor area, nearly twice the height, has an additional 8000 ft² two-tier mezzanine floor and three times the office accommodation.

One of the initial benefits of having more space was the ability to be able to order from suppliers in much larger volumes, thereby keeping costs down for their existing customers but also now being able to cater for a significant increase in new business. It was soon obvious however, that even more pallet locations were going to be needed.



**3 NEW
AISLE-MASTER
FORKLIFTS**



**INCREASE OF
1200 PALLET
LOCATIONS**



**AISLES REDUCED
FROM 4000mm to
1880mm**





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Simpson Packaging had been using a combination of Reach Trucks and Electric Counterbalance Trucks for several years. They required the flexibility to store various products and pallet sizes, so they opted for an initial racking installation that would create 4000mm aisles, with the intention of adding a second phase in the future to narrow the aisles. However, the additional pallet locations they initially gained from this change were soon occupied by extra stock, so we were brought in to explore the options available to increase storage capacity while maintaining the operational efficiencies they were now achieving in the new warehouse.

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Collaborating closely with Simpson Packaging, all potential solutions were evaluated, including VNA. However, the diversity in loads and pallet sizes was too limiting, leading to a recommendation to replace the Reach Trucks with three Aisle-Master Articulated Forklift Trucks. Forkway, having been awarded the Aisle-Master/Combilift Regional Dealer of the Year numerous times, utilised their extensive knowledge and experience to provide Simpson Packaging with valuable advice on warehouse layouts and aisle dimensions.

As a result, three high-specification Aisle-Master 20SHE Articulated Forklifts were delivered, equipped with 9450mm triple masts and Fleetsafe telematics. These features allow Simpson Packaging to customise the forklifts' parameters to fit their specific needs while also monitoring the performance of both the trucks and their operators. The innovative steering system of the Aisle-Master, along with the consideration of various pallet types, facilitated a second-phase racking installation. This installation reduced aisle widths from 4000mm to just 1880mm, resulting in an additional 1200 pallet locations for Simpson Packaging!

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The new Aisle-Master trucks really have made a significant difference, according to Simpson Packaging, Partner, Andrew Simpson. “When we first moved into the new facility in October 2016, we were quietly confident that Reach Trucks were the right option for us, but the excellent growth we have enjoyed since the move forced us to re-evaluate the whole warehouse operation. It’s fair to say that the Aisle-Master’s took a little getting used to at first, with them having different drive characteristics to Reach Trucks, but with the right training and support from Forkway, our forklift drivers were soon up to speed. The fact that they can operate outdoors on loading duties has also been an added advantage.

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Compared to the old warehouse, Simpson Packaging have seen a massive increase in efficiency by being able to stack single deep and having the luxury of deciding which products go where. Damage to product and equipment was another huge problem in the old warehouse, as was health and safety issues, so by creating a better working environment and giving their team the correct tools for the job, this is no longer an issue.

Also in operation from Forkway is a refurbished electric forklift fitted with extending forks and a powered pallet truck which operates on the dock leveler, and for general pallet movements.



Forkway Group
National coverage with
depots located in:

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We were a little concerned at first when Richard suggested that we reduced the aisle widths by half, as that meant the whole warehouse operation would rely on the uptime of the Aisle-Masters, but we have had an excellent working relationship with the Forkway Group for over 15 years and the levels of service and first fix rates have been first class, commented Simpson Packing, Partner, Oliver Dawes

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