

MOTIVE POWER CASE STUDY | CUSTOMER “S”

WITH BATTERY REDUCTION, LESS CAN MEAN MUCH, MUCH MORE.

Situation & Challenge

A global food company with large production and distribution plants spread across the country relied on Concentric for battery and charger purchases, and for break/fix in their North Carolina facility.

Although Concentric conducted numerous power assessments showing the operation had double the number of forklift batteries than was required to power their fleet, there was no strong impetus for change. Operations were running adequately, and the surplus batteries allowed for lenience in their watering and maintenance practices. It wasn't until the plant faced a large equipment obsolescence and capital spend challenge that they invited Concentric in to conduct a new power assessment.

Solution

Concentric proposed a 35% increase in ROI and guaranteed uptime through its GuaranteedPOWER® program. Compelled by the economics and operational strength of the proposal, the plant's review group introduced Concentric to corporate, and a proposal for all US plants ensued. Championed by a corporate engineer who readily grasped the strength of the proposal, Concentric GuaranteedPOWER® rolled out to all plants nationwide.

Concentric guaranteed battery life for the three-year contract period and assumed responsibility for all maintenance. The charging system shifted from 100% battery swap to a hybrid of swapping and opportunity/fast charging (charging the battery in the truck while the truck is parked for breaks or between shifts.)

BY THE NUMBERS

Metric	Before	After
Trucks	550	Same
Maintenance Responsibility	Company S	Concentric
Ratio of Batteries to Trucks	2.6	1.3

CHARGING SYSTEM

Before: 100% swapping

After: Hybrid of swap/ opportunity charging — mostly fast charging (charging the battery in the truck during breaks)

Results

The company experienced \$2mm in annual savings from the change to Concentric's GuaranteedPOWER® program. The number of batteries was reduced from over 1,300 to around 700, and the operations were completely and reliably powered despite the nearly 50% reduction. When all batteries were healthy at the end of the three-year contract, the contract was extended for a fourth year, generating additional savings and ROI.

\$2,000,000

Operating savings after
Concentric

“Concentric got us out of the battery business and allowed us to get back to shipping soup. The running of that whole operation became transparent to everyone, especially finance and management, who saw reduced costs and a more efficient fleet.”

-Senior Manager, NC Plant

Eight years later, Concentric continues to track the health of the company's batteries and chargers through proprietary remote monitoring systems. The company has renewed and extended contracts with Concentric multiple times and is still supported nationwide by Concentric's GuaranteedPOWER® program.

A senior manager at the NC plant explained, “Concentric got us out of the battery business and allowed us to get back to shipping soup. The running of that whole operation became transparent to everyone, especially finance and management, who saw reduced costs and a more efficient fleet. This expertise, combined with an incredible dedication to customer service, has created a partnership that is based on trust and the willingness to provide a valuable service at a minimal cost.”