

CESAB case study

**LONGS of LEEDS**



## CESAB DELIVERS EFFICIENCIES AT LONGS

- *Improved productivity and cost savings*
- *Greater visibility and comfort*
- *Reliable clean burning engines*

Longs of Leeds has provided road haulage, storage and distribution services since the 1920s, with a 90 strong fleet of vehicles delivering across the UK from sites in Leeds and Hull.

Open 24 hours a day, six and a half days a week, the company's 60,000 square feet depot in Crossgate, Leeds relies on its materials handling equipment to fulfil a wide range of tasks night and day.

Director Tony Long: "Our operation is constant and we need our forklift fleet to deliver on everything asked of it as efficiently and reliably as possible, whether

that's loading and unloading, block stacking, working in the yard or the warehouse."

When Longs decided it needed to reduce the running costs of its existing fleet, the company took an in-depth look at replacement products, trialling forklift trucks from many of the major manufacturers. Two of the issues the company needed to address were fuel consumption and tyre wear as these had been high on the previous fleet.

Discussions with CESAB dealership Spartan Lift Trucks, in Bradford, led to the recommendation of a fleet of CESAB



[www.cesab-forklifts.eu](http://www.cesab-forklifts.eu)

**CESAB**

## Increased overall productivity

*“I’m very happy with the service from Spartan. A service engineer calls every week to check everything is fine and on the rare occasion of an issue arising, an engineer arrives on site within two hours. The drivers are pleased with the trucks and overall productivity is up, so we know we made the right decision in moving to CESAB.”*

**Tony Long**  
**Longs of Leeds**

### Superior forward visibility

The M318’s are equipped with CESAB’s Intelligent Mast Design (IMD). Two full free lift cylinders provide excellent operator visibility, allowing fast and accurate stacking operations as well as loading and unloading.



### Reduced wear and tear

The optional speed controller detects that the truck is moving and then applies the throttle restriction to limit the truck speed. When the truck slows down, the limit is removed to allow full power for lift hydraulics.



### Built to last

The CESAB trucks have been built to deal with the rigours and knocks of everyday working life. Quality from TPS, widely regarded as one of the world’s best manufacturing systems.



\*Toyota Production System



## CESAB proving durable and efficient

M318s fitted with a speed controller and a power cut off system.

Spartan’s managing director Adam Hughes: “We believed that CESAB’s high quality standards combined with additional efficiency devices, would give Longs the capability to manage their forklift fleet activity more closely and deliver greater cost savings.”

After Longs’ forklift drivers had tested out a wide range of forklift brands, the overwhelmingly positive feedback was for the CESAB range.

Five CESAB M318s are now in use across the Leeds site. This range is powered by one of the most reliable engines in the world, a Toyota power unit. These dependable, clean burning engines, complete with electronic fuel injection, are some of the most efficient on the market.

The forklift trucks are also equipped with CESAB’s Intelligent Mast Design (IMD), which ensures superior forward vision through the mast. The good sight lines mean that operators do not need to adjust their position as often or move their head as frequently when positioning the forks,

which helps them to achieve faster and more accurate stacking and loading and unloading operations, as well as increased comfort during long shifts.

Tony Long: “The forklifts are proving to be durable, hard working and efficient machines. Our drivers are happy using them because visibility through the masts is excellent, which helps them to be more comfortable throughout the working day and go about their daily tasks with minimal stress.”