



## CUSTOMER RESULTS



"I've been working with Crown for the past twenty years. Crown, in my experience, stands the test of time."

**Teresa Baugh**  
Distribution Center Manager  
Lodge Manufacturing  
South Pittsburg, TN

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real stories,  
**REAL RESULTS.**

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# Lodge Manufacturing

## Integration of Application-Specific Forklift Trucks and Smart Warehouse Design Helps Boost Productivity

### APPLICATION

Lodge Manufacturing is an internationally-known manufacturer of cast iron cookware, founded more than 120 years ago in South Pittsburg, TN. It is recognised not only as one of America's oldest continuously operating cookware companies, but also as an industry innovator, being the first to introduce pre-seasoned cookware to the market. Today, the company's products are shipped worldwide and sold through big box stores, hardware stores, specialty retail outlets and through online e-commerce.

### CHALLENGE

For many years, the original Lodge foundry and a 3,700 m<sup>2</sup> warehouse and distribution centre kept pace with demand, but in the mid-1990's business began to increase dramatically. A foundry expansion was closely followed by construction of a new second foundry and 20,000 m<sup>2</sup> distribution centre designed to handle the larger orders associated with the company's traditional channels as well as smaller individual orders generated via e-commerce. Now, with capacity available to support the significant increase in demand, Lodge needed to select the right tools and processes that would enable them to effectively handle incoming inventory from two foundries while efficiently processing orders both large and small.

### SOLUTION

With the help of local Crown dealer, The Bailey Company, and warehouse design expertise from Crown, Lodge Manufacturing selected an entirely new fleet of forklift trucks designed to perform specific tasks associated with the new warehouse design. The company selected Crown's TSP Series turret trucks to replenish and retrieve the heavy cast iron cookware in its narrow aisle, high-bay facility. The RC Series stand-up counterbalance trucks were chosen for use on the docks for loading and unloading as well as in the racks for replenishment. Crown's MPC Series multi-purpose forklift provided an ergonomically friendly order picking solution that enables operators to adjust the pallet lifting height to avoid back and shoulder strain. While Lodge managers were familiar with the durability of Crown forklifts, they also solicited input from operators who praised the manoeuvrability, visibility and comfort afforded by the new fleet. Productivity in the new distribution centre has increased dramatically, with the new warehouse design, application-specific forklift trucks, warehouse management system, new processes and a talented and dedicated staff all working together to more than double picking capacity.

### RESULTS

- The robust **TSP Series' MonoLift™ mast and MoveControl™ seat** helps provide superior visibility and precision while operating in the narrow aisles, inspiring operator confidence
- The **RC Series' ergonomic and safety features** enable operators to easily and safely manoeuvre the staging and dock areas while its FlexRide™ suspension provides all day comfort
- **The flexible and ergonomic MPC Series** facilitates safe and efficient order picking with electronic steering, a low step height and lifting forks to minimise bending and stretching

**MORE THAN  
DOUBLED  
PICKING  
CAPACITY**