



CUSTOMER RESULTS



“InfoLink is used day to day in many areas. It’s making our management style of measuring our rolling stock lift equipment a whole lot simpler, saving precious management man hours.”

Mark Booth
Vice President of Supply Chain Technology
Southern Glazer’s Wine & Spirits
Lakeland, FL

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Southern Glazer’s Wine & Spirits

Crown’s InfoLink® System Improves Safety Compliance and Enables Informed Business Decisions

APPLICATION

Southern Glazer’s Wine & Spirits (SGWS) is a family owned and operated supplier and distributor of alcoholic beverages. Starting from a small bottling operation in Texas in 1909, the company has expanded to a team of over 20,000 employees, distributing more than 150 million cases of wine and spirits annually across 44 U.S. markets, the District of Columbia, Canada and the Caribbean. The company continues to grow, expanding its Lakeland, FL distribution center from 800,000 square feet to 1.2 million square feet to meet growing customer demand.

CHALLENGE

SGWS is always looking for new technologies that provide a competitive edge. With the expansion of the Lakeland, FL facility and the addition of new lift trucks to its fleet, the company seized the opportunity to address some specific goals. First, SGWS wanted to automate the completion of pre-shift inspections as much as possible, eliminating the paperwork associated with the company’s prior manual system. With the increase in the number of lift trucks and operators, the company also wanted to implement an operator training and certification system to replace its manual tracking system. A third goal was to develop a better system for managing the fleet and understanding how each forklift is utilized.

SOLUTION

SGWS selected the InfoLink Fleet and Operator Management System to help the company achieve its goals. Working with the Crown team from the beginning of the expansion enabled SGWS to plan for the installation of the system, making the implementation and training smooth and seamless for both operators and management. Pre-shift inspections are now completed electronically, eliminating the paperwork associated with the company’s prior manual system. The InfoLink system is also being used to manage all operator training and certifications, eliminating additional paperwork. Real-time utilization data that is captured by the InfoLink system is providing key information to the management team to enable informed decisions about the company’s processes and future equipment needs.

RESULTS

- The InfoLink system is **efficiently managing SGWS’ pre-shift safety inspections** and operator certifications to help ensure OSHA compliance
- **SGWS experienced a smooth and seamless installation** and transition to the InfoLink system by working with the Crown team on a phased implementation
- **Real time forklift and operator monitoring** is providing utilization data needed to make informed fleet decisions

SIMPLIFY
FLEET
MANAGEMENT
ELIMINATE
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