

January 2009

# SUPPLYCHAIN **exec**

## TMHE: **Q & A**

WITH JONAS TORNEREFELT

Q&A session with  
Jonas Tornerefelt,  
VP Product Planning,  
Toyota Material  
Handling Europe



**TOYOTA**

TOYOTA MATERIAL HANDLING UK

**MAJOR SUPPLIER + MARKET EXPERTISE + INNOVATIVE**

# TMHE:

# Q&A

## with Jonas Tornerefelt

Question-and-answer session with Jonas Tornerefelt,  
VP Product Planning, Toyota Material Handling Europe

---

Written by Ian Armitage and Produced by Kiron Chavda



Jonas Tornerefelt, appointed Vice President Product Planning, Toyota Material Handling Europe (TMHE) in 2006, is a man who knows a thing or two about cold storage – which is, coincidentally, by far the most demanding sector of the supply chain. Why? Well, there are a variety of reasons, as Tornerefelt explains, but for one both operators and machines face very cold temperatures and harsh working environments.

Here, in this unique question and answer session, he tells Exec about how TMHE works to overcome

these challenges, how the firm became involved in the cold store industry and how cold storage will develop in the future...

**Q. How did the company become involved in the cold store industry?**

**A.** Toyota Material Handling Europe (TMHE) began operations in 2006 to manage the Toyota and BT materials handling business in Europe. With more than 100 years combined Toyota and BT experience, TMHE offers a comprehensive portfolio of counterbalanced forklift



trucks and warehouse equipment bearing the Toyota and BT brands, along with supporting services and added value solutions.

**Q. Was the move into cold storage an easy transition?**

**A.** For more than 60 years, the BT brand has been a leader in the warehouse equipment industry, with a number of products specifically designed for cold store applications. As a pioneer in the materials handling business, the decision to offer cold store equipment was a natural evolution partly driven

by customer demand and partly by the natural compatibility of the BT warehouse equipment range with the needs of the cold store industry. At the same time, Toyota is known for its innovative products, as well as its manufacturing expertise and high quality levels. Toyota's commitment to quality is exemplified by the world-renowned Toyota Production System (TPS) and by our commitment to Kaizen, or "continuous improvement."

Cold store is by far the most demanding sector of the supply chain, as both operators and





i-reach

the all-new BT reflex

## BT reflex – intelligent reach truck

Building on the BT tradition of reach truck excellence, the BT Reflex range has been completely redesigned from the inside out. With five new models and load capacities from 1.4 to 2.5 tons, BT Reflex combines intelligent engineering and operator-friendly design for optimal driveability and durability leading to safe, productive operations. BT Reflex – the smart reach truck choice.

**Reflex<sup>+</sup>**. Select the formula that fits your business requirements.  
Visit [www.toyota-forklifts.eu](http://www.toyota-forklifts.eu) for more details.

**TOYOTA**

MATERIAL HANDLING

stronger together



machines face very cold temperatures and harsh working environments. Our solutions to these challenges have evolved into our TMHE cold store offer today. TMHE continues to bring new and improved products to market, including our new BT Reflex reach truck, BT Levio powered pallet truck and BT Staxio stacker. In addition, the highly innovative BT Radioshuttle storage system allows practical space utilisation of up to 85 percent, compared to levels of only 50 percent for standard drive-in pallet racking – which can deliver significant sav-

ings in cold store warehouse where storage costs are at a premium.

**Q. What does Toyota Material Handling Europe bring to the industry?**

**A.** Thanks to its BT and Toyota heritage, TMHE possesses a vast experience in the cold store market, as well as the global resources of the world leader in materials handling, Toyota Industries Corporation (TICO). In addition to its products, TMHE offers a complete range of services and added value solutions, including flexible service contracts, short term

**FORK LIFT OPERATION FOR COLD STORAGE**



**SUBSCRIBE FOR FREE**



rental and used trucks. Our Toyota I\_Site information system gives managers the fleet information they need to reduce costs and increase productivity. TMHE will continue to deliver products, services and solutions that meet the cold store industry's demands and evolving needs related to increasing globalisation and environmental concerns.

**Q. What role does TMHE play in the so-called "cold chain" today?**

**A.** TMHE is a major supplier to the European "cold chain", supply-

ing some of Europe's largest cold store distribution companies. We have also been actively involved in the design and supply of one of Europe's newest and most eco-friendly chilled distribution centres. With a complete range of materials handling equipment, as well as activities in more than 30 countries across Europe, TMHE is well placed to serve customers wherever in the "cold chain" their business is located.

**Q. Could you tell me about the cold store applications/solutions**

#### COLD STORAGE OPERATIONS



### that TMHE offers?

**A.** TMHE offers a comprehensive range of cold store equipment, ranging from hand pallet trucks all the way up to very narrow aisle (VNA) equipment, automated storage solutions as well as counterbalanced forklifts and racking solutions. Two excellent examples are our new BT Reflex reach truck range, which sets new standards in terms of safety, productivity, driveability and durability, and our BT Radioshuttle system, one of the industry's most innovative high-density storage solutions.

The result of extensive customer research, the all-new BT Reflex has load capacities from 1.4 – 2.5 tonnes and will be built according to strict TPS quality standards. Available with a completely-enclosed cold store cabin, the BT Reflex keeps operators safe and comfortable in line with the requirements and regulations governing work in cold storage environments. The BT Reflex is available with BT's exclusive tilting cab for added productivity and ergonomics in demanding operations. New heavy-duty drive units and gear boxes deliver reliable



“TMHE is a major supplier to the European “cold chain”, supplying some of Europe’s largest cold store distribution companies”





MATERIALS IN COLD STORAGE

operation in multi-shift operations.

The BT Radioshuttle system allows maximum storage density and allows extremely cost-effective use of expensive cold-storage warehouse space. Built around an electrically powered load carrier that transports goods in and out of storage tunnels within specially designed storage racking, BT Radioshuttle is operated by wireless remote control. It can be used to move goods from inside the storage racking to a central point where pallets can then be transported using warehouse equipment or counterbalanced forklifts. The system supports faster handling and can reduce the damage to goods during handling.

TMHE supports its high-quality products with a complete business offer with services and added value solutions to meet the need of the cold store sector. For example, companies in the cold store business often experience busy periods and seasonal peaks of activity. Added value solutions such as short term rental can help businesses meet these needs for extra equipment. Toyota Rental provides flexibility and, combined with Toyota Service, means that cold store operators get the specialised equipment and service they need to be able to

concentrate on their core business. In addition, TMHE can offer other solutions such as driver training, used trucks and the Toyota I\_Site information system.

### **Q. Do you have an industry competitive offering?**

**A.** The TMHE offer to the cold store industry is very competitive both in terms of the equipment that we offer, but also based on our extensive experience related to the requirements of this industry and our European and global

“TMHE supports its high-quality products with a complete business offer with services and added value solutions to meet the need of the cold store sector”



R&D and engineering resources and expertise. Our offer is based on a complete approach covering application solutions, complete cold store product line-up, driver training, fleet management and business solutions such as rental.

As BT has been a leading in warehouse equipment brand for more than 60 years, the TMHE organisation has a deep knowledge of and commitment to the cold store industry. Our close contact with our customers – with 400 sales and service centres, more than 1,000 salespeople and 5,000

service technicians across Europe – means we listen to, understand and respond to the needs of the market. Our solutions have been greatly influenced by evolving cold store requirements, regulations and standards, particularly those related to the amount of time that operators can work without cab protection in very cold temperatures. This last factor has been a driving force behind the development of cold store cabin models that permit unrestricted working time by providing optimal ambient environments.

#### COLD STORAGE PROCEDURE



### Q. What particular challenges does cold storage represent?

**A.** In addition to the specific demands that extremely cold temperatures place on our equipment, cold storage has always been a very expensive process. Our challenge – and the strength of our offer – is in line with the cold storage industry’s need to capitalise on “cubic capacity” with maximum stock availability alongside machine availability. Again the BT Radioshuttle system is a good example by offering a flexible system that can easily be integrated into existing storage

buildings. Available in a range of units for different pallet sizes, the combi version can accommodate two different pallet sizes with a maximum load capacity per pallet of either 1000 kg or 1500 kg.

### Q. What are TMHE’s key drivers?

**A.** Success in today’s market must be linked directly to our customers’ business needs. Market research has shown that safety, productivity, driveability and durability are all key product factors because they have a direct impact on the bottom line.



“In addition to the specific demands that extremely cold temperatures place on our equipment, cold storage has always been a very expensive process”





COLD STORE OPEN CABIN

Our aim is to provide a complete cold store offer that enhances customer productivity and delivers worry-free materials handling.

**Q. Are you well placed to serve customers?**

**A.** TMHE and our associated expertise are strategically placed across Europe to maximise market coverage in order to meet customer needs. With activities in more than 30 countries across Europe, TMHE has 400 sales and service centres and nearly 5,000 service engineers. And it doesn't stop there. As the European regional organisation of Toyota Material Handling Group (TMHG), TMHE is part of Toyota Industries Corporation (TICO) – the world leader in materials handling equipment. This allows us to work with our worldwide organisation to deliver materials handling solutions that are truly global in scope.

**Q. Could you sum up the current state of the industry? What are the challenges?**

**A.** The current market is tough for most industrial sectors including the cold store industry and the challenges are significant. Companies are looking to reduce costs and find flexible solutions for their business. We are working closely with our sales and service teams across

Europe to understand the challenges facing our industry in the short and longer term and we will continue to develop products, services and solutions to meet these needs.

Environmental concerns are also a key factor. TMHE makes environmental responsibility a cornerstone of its business practices and designs environmental improvements into its products and processes to limit environmental impact in the four product life cycle stages: development, manufacturing, operation and recycling. We are

“TMHE and our associated expertise are strategically placed across Europe to maximise market coverage in order to meet customer needs. With activities in more than 30 countries across Europe”



committed to continuing to deliver cold store solutions that minimise the impact on the environment.

**Q. What are TMHE's future goals and objectives?**

**A.** Our mission is to be the first choice partner for all customers looking for materials handling solutions and to be widely recognised for our innovative products and services as well as our respect for society. The cold store industry is a very important market for us and we will continue to make enhancements to our cold store offer.

“Our mission is to be the first choice partner for all customers looking for materials handling solutions and to be widely recognised for our innovative products and services as well as our respect for society”

In addition, the current economic climate means that businesses are looking for flexible, cost-effective services and solutions. Our Toyota Service programme provides service contracts that can be tailor-made to meet specific business needs. Toyota Rental including short-term rental gives businesses the trucks they need, when they need them. And TMHE's Toyota I\_Site information system gives managers the information they need to reduce costs and increase productivity. Toyota I\_Site experts help companies set up monitoring and reporting to control dam-



age costs, realise cost savings and enhance safety, and optimise their fleet usage. In addition, driver training can help to reduce the driver-related cost of cold store operations.

**Q. How do you see cold storage developing in the future?**

**A.** The cold store market will always be of great importance. Possible trends include the creation of additional major hubs throughout Europe with a greater level of automation. Our semi-automated solutions are already playing a considerable role in the existing distribution

network, and we will continue to develop these in line with future customer demands.

In addition, as more and more businesses take a ‘lean’ approach to their operations, our deep knowledge of the Toyota Production System will allow us to offer consulting services to help customers improve the efficiency of their cold store operations.

Ultimately our ambition is to be number one in European cold store supply solutions by providing innovative products and services that add value to our customers’ business. ■



## COMPANY AT A GLANCE

**COMPANY NAME**

Toyota Materials Handling Europe

**OPERATIONS**

Forklift truck and material handling

**ESTABLISHED:**

2006

**HEADQUARTERS:**

Belgium

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



# SUPPLYCHAINexec



**TOYOTA**

TOYOTA MATERIAL HANDLING UK

**TOYOTA MATERIAL HANDLING EUROPE**

Avenue du Bourget 42 - 7th Floor, 1130 Brussels, Belgium

**T** +32 (2) 790 30 39    **F** +32 (2) 790 30 10    **M** +32 (0)485 85 96 89

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