



### GIVING YOURSELF A DOLLARS AND CENTS COMPETITIVE ADVANTAGE

In this world of lean manufacturing, it's generally accepted that no one really wants to buy material handling equipment; what they're buying is the ability to move material without waste and with the greatest return on their investment. By helping the customer determine the best system you can create a competitive advantage that the customer can easily understand. It's in dollars and cents.

Here's an example:

A customer sends in a request for quote on 5 burden carriers. You know unless you trim your margins you and your competition will all be quoting, say, about \$40,000. You're working on the basis of all things being equal, and when all things are equal, the only question is price, and the only acceptable answer is lower.

But what if you could make things unequal by showing the customer how he could move about twice the material for the same amount of money.

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### Let Them Prove It for Themselves

Everybody, including Pack Mule, says nice things about their products. We know, for instance, that we offer the best warranty in the industry: 3 years with no hours' limitations. However, the best proof is in your customers' facilities, doing their work. That's the reason we created the Pack Mule demo program. It lets the customer try Pack Mule alongside any other manufacturers' products they're considering. No restrictions on the work. No commitment required.

For qualified customers, the program is very simple. Just help the customer spec out the vehicle and/or trailer, and we'll provide it for his use for up to two weeks. The only risk the customer or dealer has is the shipping.

Pack Mule provides you with an advantage in that we're the only EV manufacturer who will supply fully configured demos. If you have a customer whose application really doesn't fit the "off the shelf" vehicle, this is a big help. It's also a help that most customers who try Pack Mule, no matter which competitors they're comparing it against, choose Pack Mule.

### Pack Mule 48-hour Shipping— for when your customer needs the trailers in a hurry

Pack Mule has introduced 48-hour shipping for a number of its most popular trailers. Subject to inventory, the trailer, configured to your customers' specifications, will be heading to you within 48 hours of the time of order. And there's no additional charge for quick shipment.

The following trailers are now available for 48-hour shipping:

#### 36" x 60" 6-Wheel Center-Steer Trailers

Model	Description
TRL3660B2000	Base Deck Only
TRL3660B20002D	Base Deck plus 1 Adjustable Shelf
TRL3660B20003D	Base Deck plus 2 Adjustable Shelves
TRL3660B20004D	Base Deck plus 3 Adjustable Shelves

#### 36" x 60" 6-Wheel Center-Steer Trailers

Model	Description
TRL3672B2000	Base Deck Only
TRL3672B20002D	Base Deck plus 1 Adjustable Shelf
TRL3672B20003D	Base Deck plus 2 Adjustable Shelves
TRL3672B20004D	Base Deck plus 3 Adjustable Shelves

#### 6-Wheel Center-Steer Single Pallet Trailers

Model	Description
TRL4250B2000-SPT	50" Single Pallet, No Shelves
TRL5054B2000-SPT	54" Single Pallet, No Shelves

*(Competitive Advantage from Page 1)*

For \$40,000 your customer could buy the five burden carriers they were looking for, or you could offer them a more efficient alternative: two electric tow vehicles and 12 trailers (assuming the trailers cost about \$2,000 each). The table below shows both the calculations and the results. The trailer calculations assume that six trailers will be in motion at any time; the other six will be in the loading/unloading part of the cycle.

**Calculation of daily capacity of 5 burden carriers:**

Cargo Area	Width	Length	Sq. Inches	Capacity (Sq. Ft.)
	40"	80"	3200	22.22
Typical Cycle Time				
Commute Time Each Way (in minutes)			8 (one way)	16 (round trip)
Load/Unload Time (in minutes)			5	10 (total load/unload)
Total cycle time (in minutes)				26
Cycles per 8-hour shift (480 minutes/26 minutes)				18
Cargo capacity (in square feet) of five burden carriers per shift				2051

This is, of course, a best case scenario. It doesn't account for vehicle downtime and assumes full efficiency in loading/unloading. Nor does it account for lunch and breaks for the five drivers.

**Calculation of daily capacity of 2 burden carriers towing 3 trailers:**

Trailer Cargo Area	Width	Length	Sq. Inches	Capacity (Sq. Ft.)
	36"	96"	3456	24
Typical Cycle Time				
Commute Time Each Way (in minutes)			8 (one way)	16 (round trip)
Load/Unload Time (in minutes)			1	2 (total load/unload)
Total cycle time (in minutes)				18
Cycles per 8-hour shift (480 minutes/26 minutes)				27
Cargo capacity (in square feet) of five burden carriers per shift				3840

This also assumes full efficiency. However, it doesn't give the full story. With the trailers, there are only two qualified drivers instead of 5 and maintenance costs are substantially reduced. However, just in terms of getting work done—material moved—the burden carrier/trailer combination provides nearly twice the capacity.

Obviously, this isn't something you get to present to your customer if you just answer the question asked: What's your price on five burden carriers? You have to know a good deal more to get to use your product knowledge to give the customer a better solution. Some of the questions you have to have answered include:

- What's the typical commute time (one end of the trip to the other)?
- About how long does it typically take your driver to load the burden carrier on one end and unload it on the other?
- Are the carriers typically fully loaded or just partially?

Pack Mule will be happy to add our product expertise to yours to assist you in determining the best system for your customers' needs. Just give us a call.



**PACK MULE**

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