

BIG JOE

BARONET COFFEE ROASTERS

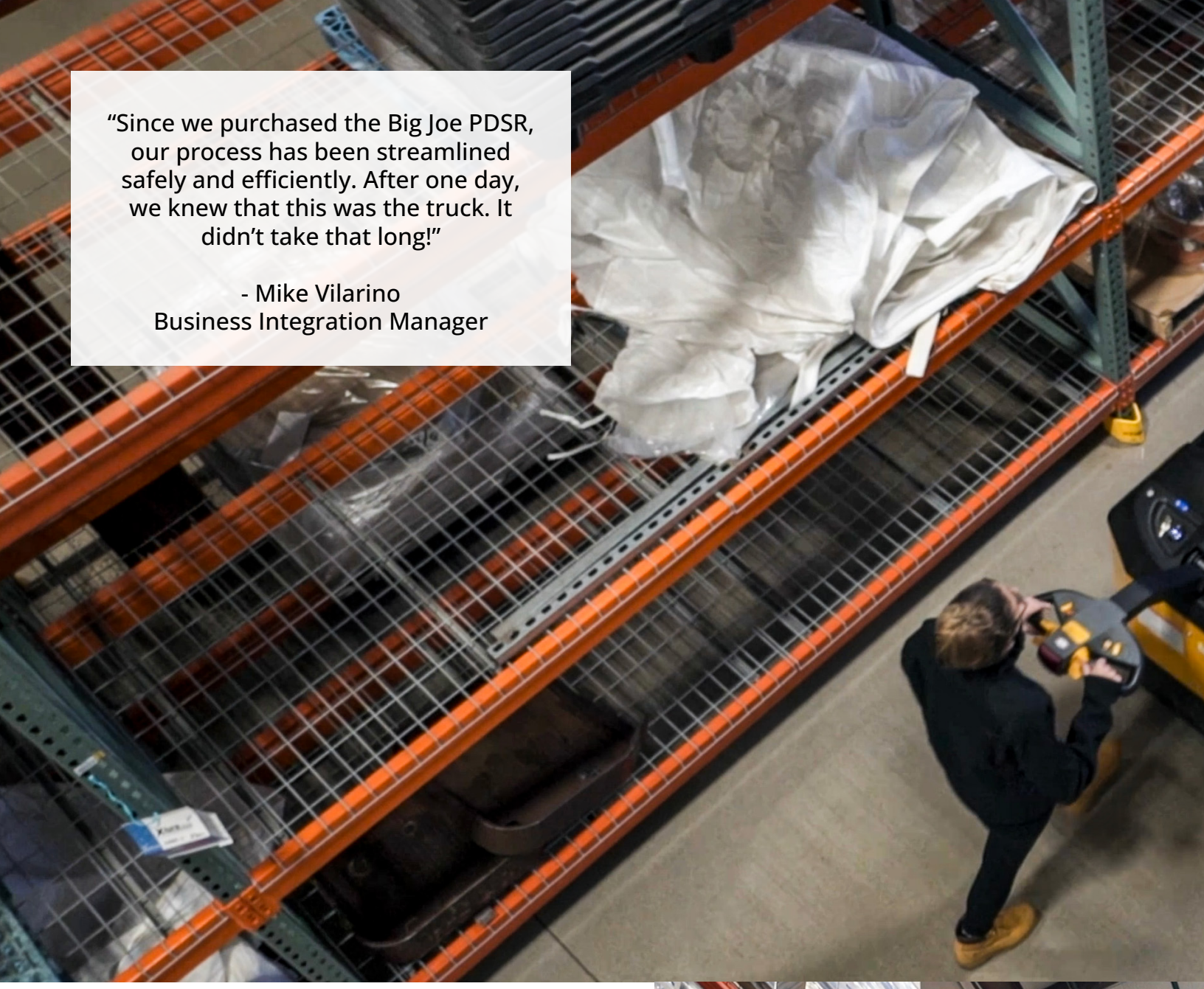
CASE STUDY:

BARONET COFFEE

Baronet Coffee is a small to medium-sized roaster, packager, and distributor of coffee and coffee products throughout the United States. They are a fourth-generation family-owned and operated business founded in 1930, with roots dating back to 1918, roasting several million pounds of gourmet coffee annually.

After expanding into a new, larger facility with more employees, Baronet began to experience bottlenecks in their warehousing operations. “There were some pain points in the shipping and receiving department that the Big Joe PDSR solved immediately. One of the things was we had several trucks in the back that were bulky and big, a little bit harder to use, and required much more training. We needed something flexible that new team members could learn very quickly. This PDSR solved that,” said Mike Vilarino, Business Integration Manager at Baronet.





"Since we purchased the Big Joe PDSR, our process has been streamlined safely and efficiently. After one day, we knew that this was the truck. It didn't take that long!"

- Mike Vilarino
Business Integration Manager

The PDSR combines the tight turning characteristics and low operating cost of a walkie- straddle stacker with the flexibility of a counterbalanced truck through a pantograph. This mechanism extends the loads being handled beyond the straddle legs to lift or lower products and can be retracted for compact turns. With the addition of power steering, sideshift, proportional hydraulics, and tilt, the PDSR delivers exceptional versatility and easy intuitive control. "The Big Joe PDSR fits the niche really well for us. We don't need people who are certified to drive it, but it does all of the things we need it to do such as getting up high, reaching, tilting, and side shifting and it makes our day-to-day order picking that much easier," said Chase Martin, Process Engineer.



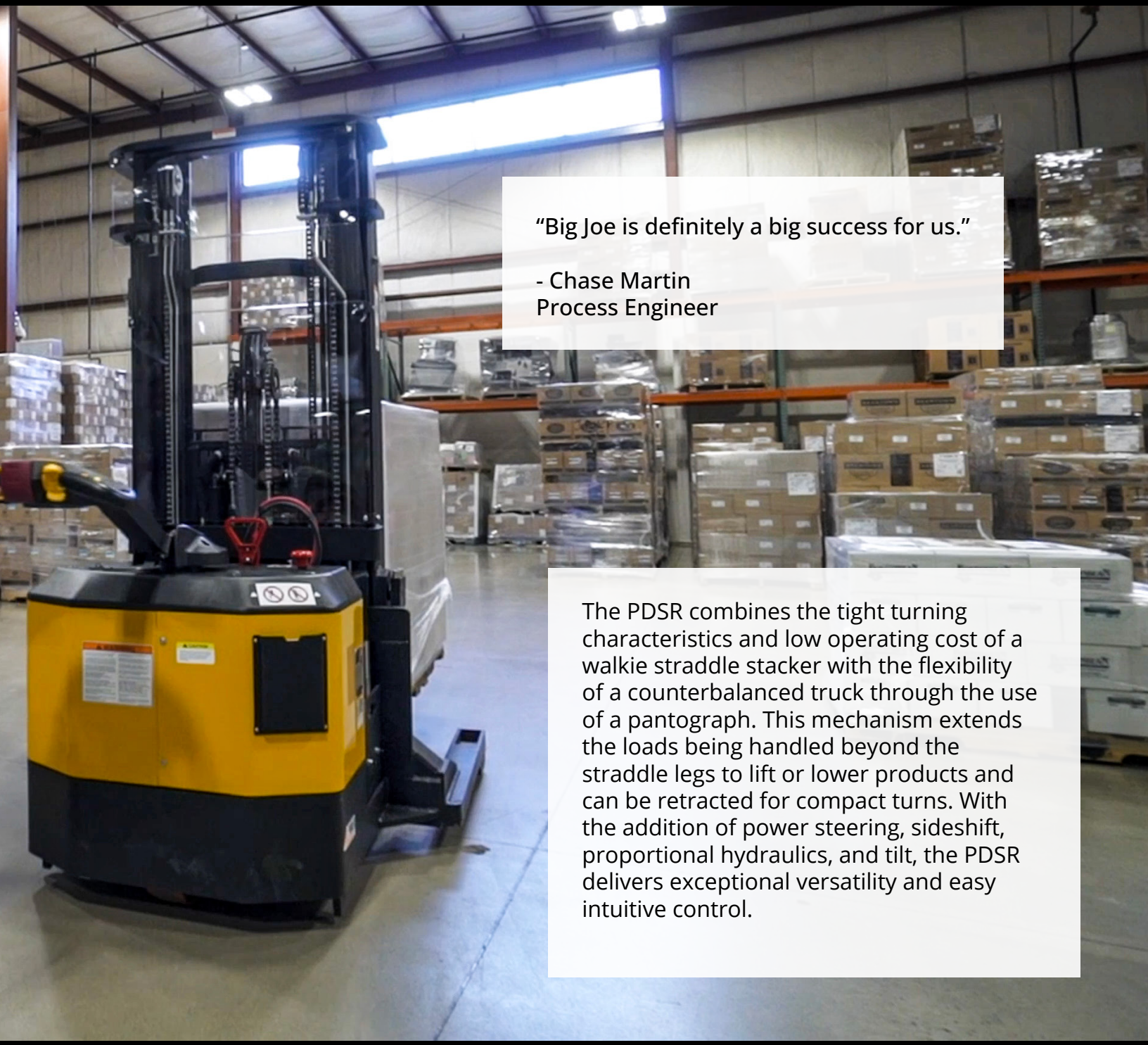




With all the warehouse staff trained to use the PDSR, Martin noticed a general shift to the PDSR, even amongst the rider certified team members. “People gravitate towards the Big Joe. It’s easy to grab it, come down the aisle, pick what you need, and get out of there. Whereas, getting on and off a forklift can sometimes be challenging. It is just easier to use one of these walk-behinds, especially in our narrow aisles,” he said.

BIG JOE PDSR AC WALKIE REACH STACKER WITH POWER STEERING

The Maneuverability of A Walker Stacker Plus
The Extended Reach of A Pantograph!



"Big Joe is definitely a big success for us."

- Chase Martin
Process Engineer

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