

MAURICE LAY

CLEARLY CAPABLE

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Carrylift prides itself on developing the right solution for the right application. In recent years, those solutions have often included a variety of equipment and brands to bring never-before-seen levels of flexibility and productivity.

In the South-West of England, at the mouth of the river Avon, Maurice Lay is taking advantage of that productivity at its head office and distribution centre for top quality home appliances. For over two decades, the company has developed its popular Caple brand by expanding its range of furniture, appliances, sinks and taps to meet the needs of the modern day consumer.

In the late 2000s, the company consolidated its warehousing and now runs everything in and out of the Avonmouth site. It means peak periods are very busy and the reliable MHE equipment and servicing from Carrylift play a vital role.

Offering quality, value, performance and style, Caple boasts a complete range of products for the home. A steady release of ground-breaking products into the UK market by Caple, such as printed splashbacks, contemporary kitchens and state-of-the-art appliances, have raised the profile of the innovative young brand.

The largest brand of wine cabinets (one of the fastest growing market sectors) as well as one of the largest brands of cooker hoods in the UK, Caple handles all manner of different products, in different shapes and sizes.

“It creates a unique issue in terms of logistics,” says warehouse manager, Mike Gresty. “Not only do we need to remain flexible so we can handle and store products of dramatically different sizes, we also have a relatively high throughput for large appliances. Every month, a third of the stock in the main warehouse is completely replenished.”

Palletised loads are efficiently managed with new articulating Aisle-Master articulating VNA trucks, allowing the business to get the absolute maximum from the available space.

Maurice Lay also believe that offering a good service, from start to finish is key to success and is very important to the customer's journey and satisfaction. It's something they have in common with Carrylift.

“We've been on site many times and it is constantly evolving,” says Carrylift Area Sales Executive, Scott Grant. “The operators need to be safe, they need to have the ability to handle products delicately, but they also have to be efficient.”

“We needed to improve our equipment provision because we are growing rapidly,” adds Mike. “It's not year on year, it's month on month. With political uncertainty, growing demand and items from overseas, you need the capability to maintain

higher stock levels. We've even expanded into a nearby unit, so the time was right to review our equipment provision.” The process was nothing if not thorough. Ten suppliers were all invited to tender for the contract, with Scott and Carrylift offering the best mix of service, support and equipment at the right price.



Carrylift Group's Scott Grant with Maurice Lay's Mike Gresty.