

W MATERIAL HANDLING WHOLESALER

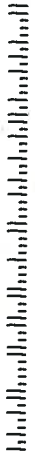
An Employee-Owned Specialty Publications International, Inc. Magazine

www.MHWmag.com

May 2010 510

Go green to make green

Prst Std
US Postage
PAID
Wholesaler



#BYNWXZM
#0002 0521 0002 0527#
*****AUTO**SCH 3-DIGIT 463
ED KANE
REPRINT MARKETING MANAGER
FOSTER REPRINT
4295 OHIO ST
MICHIGAN CITY IN 46360-7742

ATTN.: Postmaster: This is dated material. Please rush!

MATERIAL HANDLING
WHOLESALER
P.O. Box 725 • Dubuque, IA 52004-0725

Change Service Requested

DYNA RACK

The Dealers' Source For Portable Racks™

STOCK PROGRAM AVAILABLE

Stack and Store Your Product with Dyna Racks!



Call For Assistance In Solving Your Storage Problems!

For additional literature and pricing information, call

800-939-DYNA (3962)

www.dyna-rack.com • email: sales@dyna-rack.com



Cover Story Mary Glindinning

Go green ahead of the curve

Going green often saves green.

While being good stewards of the environment has its own rewards, there often are monetary benefits as well.

This is how three companies found that going green helped both their companies and the environment at the same time.

Plug Power cuts out the oil

Material handling could be at the forefront of using a fuel that is part of the solution to conserving energy and reducing dependence on foreign oil.

Hydrogen fuel cells can replace lead acid batteries on forklift trucks, sitting where a battery does.

This is not futuristic talk, said Teal Vivaacqua, marketing communications manager for Plug Power, which sells hydrogen fuel cells for forklifts.

Hydrogen fuel cells are being used now in material handling. In 2009, the company sold 786 GenDrive units to 300 distribution centers across North America, she said, and the future is in hydrogen cells powering homes and cars.

"It is important for consumers to see how they are affected" when cost savings in material handling due to the use of hydrogen fuel cells end up lowering prices on store shelves, Vivaacqua said.

The cells and technology have 1 million operating hours, and that's not field test but actual use in warehouses, she said.

Hydrogen-powered lift trucks run continuously and do not need to be recharged or changed during a shift, according to Plug Power, saving an operator time. Plug Power's GenDrive units were developed with the material handling industry in mind.

And it's a change people want, she said.

"They don't like their batteries," she said, because they take up space and don't perform for an entire shift. Material handlers are looking for a cost effective solution, and the environmental advantages are an added benefit.

Byproducts are heat and water, with zero emissions. It takes a couple minutes for truck operators to refill the unit, which Plug Power compares to filling a car up with gas. But they run on compressed hydrogen gas, which is converted

from liquid hydrogen. It is safe technology, according to the company.

Warehouses also don't need extra batteries on-hand and the space used to store batteries is opened up. The company is based in Latham, N.Y., with offices in British Columbia, the Netherlands, Ohio and Tennessee.

Hydrogen is part of the solution to energy independence, Vivaacqua said, and important to the future for cleaner energy that is not linked to oil.

And material handling will be among the first to use it.

Holjeron conveys its green efforts

You've heard of just-in-time inventory, but what about just-when-needed conveyor belts?

That's what Holjeron in Tualatin, Ore., creates and manufactures. Or as they call them, the brains of smart conveyor systems to "replace ones that are not so clever."

The concept is to run small sections – big enough for one box, about 3' – of conveyors when something needs to be moved.

"If there's nothing there, it just turns off," said John Mosher, solutions development manager for Holjeron. "The energy savings can be quite remarkable."

A study of a Xerox printer manufacturing plant in Wilsonville, Ore., by the Oregon State University Industrial Assessment Center found that replacing the alternating current motor system on the conveyor with 24 volt direct current motorized rollers saved 93 percent of electricity use.

"Energy savings are becoming more and more of a driver, but are still not as big a driver as the customized solution," Mosher said.

Because only small sections run at a time, customers have flexibility to rearrange or expand easily, Mosher said.

"I think as we go forward, we're going to see energy savings be a much bigger driver than it is," he said.

The study found that the system has a year-and-a-half payback time.

"It does cost more in the beginning," Mosher said, but the return on investment is quick and energy savings continue throughout the system's lifetime.

Besides cost effectiveness, the smart conveyor is safer and quieter, he added, an important factor considering that in large centers the conveyors can be so noisy that they exceed Occupational Health and Safety Administration rules. Since smart conveyors aren't all running at the same time, they are quieter.

The system also is safer, he said, since it can be stopped by a hand and with no chance of getting clothing caught.

Bravo Zulu sees benefits of doing "the right thing"

"Going green is the right thing to do," said Bruce Zeier, president and chief executive officer of Bravo Zulu International, "because regardless of whether you believe in the global warming phenomenon, green initiatives will continue to increase in political influence. More cash positive green technologies will continue to be developed, providing the economic precipice for making the change. Once green becomes cash positive, then companies that benefit will transition to green technologies."

Zeier's company makes Batt-Recon, a system that removes sulfate that builds on the battery's internal lead plates and makes recharging the battery more efficient and replacement less frequent.

"While many companies struggle to find a green aspect of their product offering, Batt-Recon is readily visible as a totally green concept," Zeier said. "The extension of battery life expectancy and the dramatic reduction of power grid electricity used to recharge batteries that have undergone our battery optimization process has become a big help in reducing the carbon footprint of our clients."

And customers see immediate cost savings, he said.

"Our clients can extend the life of an expensive motive battery another year or two, and reduce their electricity bill by thousands of dollars a month, so they are more easily convinced of the product's value," Zeier said. "Cash positive green products, such as Batt-Recon, are readily implemented, while cost neutral or cost negative green products require more effort to implement."

Continued on page 56

Human Element | Continued from page 48

Will the person receiving it know what he or she is supposed to do with it? If the answers are no, it is time to edit and improve.

Use person-to-person and face-to-face wherever practical.

Finally, when it comes to realizing quality communication, there is no substitute for person-to-person interaction. Body language — the way we speak, the gestures we use, the reactions we show, etc., are essential to true depth of meaning and understanding. No matter how quickly a message is delivered via e-mail, texting, Tweeting, the message is still just in a rapid form of written communication. It is not a substitute for communication that allows human interaction in real time. Whenever it is practical and important, use the telephone or video conferencing, or better yet, talk face-to-face. Nothing else works as well.

Sid Scott is president of Scott Consultants in Dubuque, Iowa. You may contact him by e-mailing editorial@mhwmag.com.

**For more
Human Element
articles visit
MHWmag.com**

Advertisers' Index

A D LIFT TRUCK.....	21	ENGINE POWER SOURCE.....	8	PIEDMONT FORKLIFT HANDLING, INC.....	36
ADVANCE METALWORKING COMPANY.....	52	FLIGHT SYSTEMS INDUSTRIAL PRODUCTS.....	11	PNG TECHNOLOGIES.....	19
AFTERMARKET SERVICES		FORKLIFT PRO.....	28, 29	PRIDE EQUIPMENT.....	24
CONSULTING CO., INC.....	20	FORKLIFT SAFETY TRAINING SERVICES.....	12	RJ MACHINE.....	16
AISLE-MASTER LTD.....	47	GATEWAY RACK.....	19	RACK DECK.....	26
ALL BRAND FORKLIFT PARTS.....	25	GENERIC PARTS SERVICE, INC.....	16	ROADRUNNER RUBBER CORP.....	20
ALPHA SIDELIFTS, INC.....	44	GRINDSTAFF ENGINES.....	26	S.L.O.W. CORPORATION.....	35
AMERICAN INDUSTRIAL		H & M SERVICE INC.....	32	SUPERIOR ENGINEERING.....	48
TRANSMISSION, INC.....	17	H & K EQUIPMENT COMPANY.....	16	SUPERIOR TIRE.....	43
BAY EQUIPMENT.....	25	HADER INDUSTRIES.....	34	SYSTEMS MATERIAL HANDLING.....	21, 45, 60
BUFFALO FORKLIFT.....	14, 15, 52	HELMAR INC.....	59	TAILIFT USA.....	42
CARLINVILLE TRUCK.....	20	INTELLA LIFTPARTS LLC.....	7	THE SCHMID GROUP, INC.....	10
CHATHAM/KENT INDUSTRIAL.....	20	J & L WIRE PRODUCTS COMPANY.....	57	THOMBERT, INC.....	27
CLARK MATERIAL HANDLING CO.....	30, 31	JAMCO INTERNATIONAL.....	12, 13	TOYOTA-LIFT OF MINNESOTA.....	11
COMBILIFT LTD.....	33	JOSEPH INDUSTRIES, INC.....	26	TRANSAMERICAN EQUIPMENT CORP.....	22, 23
CONNELL FINANCE CO., INC.....	40	MELMOR ASSOCIATION, INC.....	10	UNIRAK.....	58
CONTINENTAL TIRE NORTH AMERICA, INC.....	37	METRO CROWN INTERNATIONAL.....	9	UNITED CONTACT.....	12
CT PACKAGING SYSTEMS.....	18	MOR-VALUE PARTS COMPANY.....	51	VESTIL MANUFACTURING.....	3
DESIGN STORAGE & HANDLING.....	2	MOTOR TECH, INC.....	5		
DYNA RACK.....	1	NASHVILLE WIRE PRODUCTS.....	4		
DYNAMIC MANUFACTURING CO.....	35	PHILLIPS MINE & MILL, INC.....	39		

This index is published as an additional service. The publisher does not assume any liability for errors or omissions.

More advertisers and resources at
www.MHWmag.com

Cover | Continued from page 6

About 70 percent of batteries can be restored by the process, he said. Battery performance will last about 6-12 months before sulfation builds up enough to require another sulfation elimination process. Batt-Recon is already used in more than 20 countries, and Zeier said the company is growing in spite of the recession.

And more growth is expected.

The company recently released "a new product line, Zulu One, a patent pending device that allows the battery operator to scan and scientifically analyze their battery," Zeier said. "Once the analysis is performed, Zulu One will then command the Batt-Recon system to rapidly remove the battery's sulfation. Finally, Zulu One will provide a control function to monitor the individual battery's performance and control the charge cycle based upon battery operational characteristics and requirements."

Companies save money and gain in public opinion by going green, he said. And you can increase or lose business because of green measures, or the lack of them.

"Many companies today will not accept vendors within their supply chain if those companies do not have a verifiable sustainability program," Zeier said. "Simply saying that you are a green business, referred to as 'green washing,' will not suffice in tomorrow's business climate. Going green will ultimately become a politically mandated process, so those companies that develop sustainability programs early will be better positioned against competitive pressures from companies that do not."

Mary Ginderman is a freelance writer who has worked at daily and weekly newspapers for more than 20 years. She lives in rural Schullsburg, Wis. You may contact her by e-mailing editorial@mhwmag.com.