

DALLAS COWBOYS CASE STUDY

REVOLUTIONIZING STADIUM LOGISTICS & WAREHOUSE EFFICIENCY

“Our conversions have gone from 12 to 10 hours.”

Dallas Cowboys Operations Team

THE CHALLENGE

- Managing a 400,000 sq. ft. global fulfillment warehouse
- Safely moving 12,000 lb turf rolls
- High-frequency stadium conversions across multiple events
- Need to improve speed, safety, and operational efficiency

THE SOLUTION

- Cat® lift trucks for heavy-duty stadium operations
- Jungheinrich reach trucks + order pickers for warehouse efficiency
- Equipment capable of 2 full shifts on a single charge

THE RESULTS

- Conversion time reduced by 2 hours (12 > 10)
- Improved safety across stadium and warehouse
- Reduced downtime through extended battery performance
- Increased productivity with improved maneuverability

KEY METRICS AT A GLANCE

2 HRS

Conversion
Time Saved

400K SQ FT

Fulfillment Warehouse
Managed

2 SHIFTS

On a Single
Battery Charge

EQUIPMENT & SOLUTIONS

Stadium Operations

Cat® lift trucks engineered for heavy-duty operations, capable of safely moving 12,000 lb turf rolls and managing high-frequency conversions between events.

Warehouse Operations

Jungheinrich reach trucks and order pickers optimized for the 400,000 sq. ft. fulfillment center, delivering two full shifts of runtime on a single charge.

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