

NORRENBURNS LUMBER CASE STUDY

MODERNIZING ITS FLEET WITH UNION MACHINERY

“What started as a repair on an aging forklift turned into a trusted partnership. Today we have a larger, more reliable fleet, lower operating costs, and equipment our operators enjoy using.”

Norrenberns Lumber Team

THE CHALLENGE

An aging forklift was becoming harder to keep running. Breakdowns were frequent, service was hard to get, and downtime threatened a lumber yard that moves material every single day.

THE SOLUTION

Union Machinery repaired and supported the existing truck first, earning trust before proposing change. From there, the two companies built a phased plan to modernize the fleet with UniCarriers MX2s.

THE RESULTS

- Modernized fleet of forklifts - less breakdowns/more uptime
- Fuel savings of almost \$3000 a year

KEY METRICS AT A GLANCE

~\$300

Est. electric charging cost / truck / yr

~\$3,000

Est. annual propane-related savings

9 TRUCKS

Current fleet size, up from 5

EQUIPMENT & FEATURES

UniCarriers® MX2 Series
Electric Counterbalanced Forklifts

Sealed Components

Hydrostatic Drive

Fingertip Controls

Tight Turning Radius

80 Volt Electric Power

All-Weather Durability

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