



# News



## Degrees Better for Castlecool



Substantially increased storage space, quicker loading and offloading and speedier operations all round are benefits now enjoyed by Ireland's largest independent Temperature Control and Logistics company Castlecool since it took delivery of an Aisle-Master.

"The costs incurred per ft<sup>2</sup> in cold stores make space saving absolutely crucial to productive operations," says Managing Director Paul Shortt, "and the warehouse layout analysis offered by Aisle-Master design engineers demonstrated that by replacing reach trucks with the articulated system we would be able to operate in 30% narrower aisles to achieve optimum pallet density. Trials of all brands of articulated trucks on the market proved that the Aisle-Master outperforms the competition, particularly in terms of reliability and since we have had the truck we have been able to up capacity by 25% in our 200,000 ft<sup>2</sup> warehouse in Castleblayney." The lack of any need for back up has also enabled substantial cost savings to be made, as Paul explains: "The Aisle-Masters have such a good track record of dependability that we can operate in full confidence without back up trucks in place. If there is an issue – which is rare, the response from the service department is so quick that this can be resolved with the minimum of delay."

The cold-store environment can be unforgiving on equipment, quickly draining batteries for example, but the batteries fitted in Castlecool's Aisle-Master are more than powerful enough to counteract this, and other cold-store specific features have been incorporated to ensure streamlined operation throughout long shifts in temperatures of around -22°C. Cold-store spec Aisle-Masters work in temperatures of up to -40°C.

### Now With 5 Years Parts Warranty!

Aisle-Master now offers a 5 year / 5,000 hours parts warranty on its new models. A pioneer of LPG power in articulated trucks when it first launched its range eleven years ago, Aisle-Master incorporated AC technology as standard into its electric models in 2007. One of the benefits of this has been unrivalled reliability. "We have the utmost confidence in the dependability of the Aisle-Master product range, which is why we have introduced this generous warranty," says MD Martin McVicar. As most articulated trucks in this market are sold with full maintenance contracts, this will be of great benefit to dealers, who can rest assured that they will not incur unexpected costs." The warranty includes all major components and structure but excludes tyres, forks, bulbs, and seat. Parts and labour are covered for the first 12 months, the remaining period applies to parts only.



## Aisle-Masters have an unrivalled track record of reliability and are superbly engineered for robust, long life operation – but don't just take our word for it!



"The research we carried out amongst users throughout the UK made it clear to us that in terms of build quality and low maintenance costs, the Aisle-Master was the best articulated truck on the market. They obviously have the utmost confidence in the product with the offering of a 5 year warranty. For those reasons this will be the truck of choice for our hire fleet."

*Brian Docherty, Sales Manager, Douglas Gillespie Plant*

"Celebrating our 50<sup>th</sup> anniversary as one of the leading independent industry players, we have years of in depth experience in evaluating the wide range of products on the market. When it comes to articulated trucks we have found Aisle-Masters to be an ideal choice – and the high level of satisfaction from our customers and service department alike are testimony to the longevity, ease of maintenance and overall quality of these versatile trucks."

*Gary Hawkhead, Regional Sales and Marketing Director, Forkway Group*



"We are committed to providing maximum levels of customer satisfaction in the heart of the North East, which is why we chose the Aisle-Master range of articulated equipment for our rental fleet. This range supports us and our customers with its unique design and proves to be very robust and reliable while being very user friendly with its ergonomic design."

*Bob Wilson, Managing Director, Pegasus Material Handling*

"Low running costs and 100% customer satisfaction – the Aisle-Master has proved to be the most reliable & robust truck of its type and is most definitely our truck of choice."

*Darren Baldwin, Operations Director, Mexmast*



"The excellent quality and support from the manufacturers of the Aisle-Master comes as no surprise to us as we have been involved with the company ever since it first launched its Combilift range. The Aisle-Master has opened up new markets for our operation and our customers appreciate the trucks' absolute reliability."

*Roger Hardman, MD, Ability Handling Ltd*

"Support, reliability and operating costs were key issues in our decision to offer the Aisle-Master range to our customers. Our initial assessment of articulated trucks back in 2007 identified Aisle-Master to be technically superior to the others assessed and having operated in our rental fleet since then, they have far exceeded our expectations."

*Paul Connor, Managing Director, Premier Lift Trucks*



"When it comes to articulated trucks, Aisle-Master is the only brand we recommend. Our clients expect the best and this is what they get with Aisle-Master – great trucks and brilliant service."

*Andrew Whysall, Managing Director, Langley Mechanical Services*