



CESAB DELIVERS PERFECT MIX

- *High safety standards*
- *Dedicated local service*

Park Cakes is the UK's leading manufacturer of retailer own brand cakes, with up to 3000 employees producing a range of over 130 year-round and seasonal product lines.

The highest operational levels are expected, with Park Cakes' Oldham site certified to ISO14001 environmental standard and only one of a handful of food manufacturing locations to be awarded Silver Status under Marks & Spencer's Plan A programme.

When it decided to upgrade its material handling equipment, Park Cakes recognised that it needed more dedicated, tailored service and support than it had received previously. Safety was also a critical factor with up to 2000 people on the Oldham site.

Haydn Winterbottom, Park Cakes: "Safety was our number one priority as Oldham is a huge, busy site where vehicles and people are on the move at all times. We aim for a zero accident environment. When we spoke to Global Materials Handling and they explained the various safety options and excellent visibility through the mast of the Cesab range, it became a clear cut decision."

There are 32 Cesab counterbalanced forklift and warehouse trucks in operation, including P200 and P300 powered pallet trucks, R314 reach trucks, Drago 180 forklift trucks, M318 4-wheel gas forklift trucks and B210 and B215 3-wheel electric trucks.



32 strong Cesab fleet

“We spoke to all the major forklift manufacturers and were most impressed with our local Cesab dealership, Global Material Handling, because we felt that they could deliver the quality of product we needed as well as the support and direct communication that we were looking for.”

**Haydn Winterbottom,
Park Cakes**

Advanced lifting

The R300 reach truck range offers drivers high visibility all around the truck, with 360° steering and an advanced lifting system enabling operators to lift loads while moving without needing to stop or slow down.



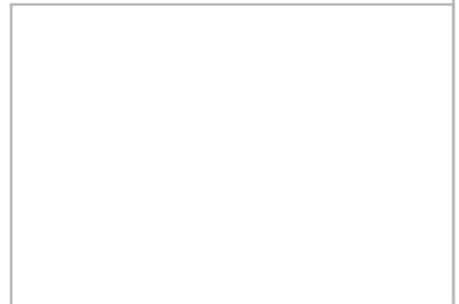
Superior visibility

High visibility is achieved on the Cesab M318 through two FFL cylinders providing operators with superior forward vision through the mast.



Tailored trucks

Two of the three 3-wheel CESAB B200 range trucks at Park Cakes have been modified for the drive in racking. These electric forklifts offer minimal size, optimum stability and exceptional performance.



Visibility and productivity

All have been fitted with speed restriction and driver identification systems and impact sensors.

In use in the warehouse and production areas, 19 Cesab P200 powered pallet trucks offer a compact design that includes a rounded chassis and centrally mounted tiller arm, delivering excellent manoeuvrability and pallet handling.

The two P320 powered pallet trucks that also work in the warehouse are perfect for operations requiring long travel distances as well as intensive applications such as loading and unloading vehicles.

Part of the Cesab R300 reach truck range, three R314s work in the high bay warehouse, offering comfort and ease of operation with ergonomic controls ensuring maximum productivity.

All the counterbalanced forklifts work in the yard where they have been fitted with rotators and load stabilisers to help them handle the particular load types at Park Cakes.

The M318 4-wheel trucks are part of Cesab's M300 series, featuring Cesab's Intelligent Mast Design, a series of smart, innovative features that help forklift operators to work

more easily and safely.

Haydn Winterbottom: “The decision to switch to Cesab was the right one. Our operators find the trucks easy to manoeuvre and comfortable to drive, which increases productivity. The products give drivers good visibility and by offering an impressive set of safety features, they are making a clear contribution to on-site safety.”