

Cooperativa San Rafael, Spain

Cooperativa San Rafael (CSR) is a group of small food shops around Córdoba, in southern Spain. It relies on its relationship with Toyota Material Handling España (TMHES) for its forklift needs and to keep its members happy.

Gonzalo Torres, warehouse manager, explains:

"We operate as a central wholesaler that sells and delivers only to members at the most competitive prices. CSR allows its members to concentrate on running their businesses, being where they need to be, running their own operations.

"This store operates as 'cash shop', which means that we supply to members what you might call 'little necessities' over the counter. Our other warehouses operate as logistics centers. Not only do they purchase and receive products, but they also distribute to members.

"Our materials handling requirements are basic – unloading, transportation, and stacking in our racking. We do use forklifts for frozen foods, but our requirements are similar, though we do check weight and height.

"Taking into consideration both our sales and storage space, we have 2,000 pallets here. At our other premises we hold about 6,000–7,000 pallets. At our distribution centre we have more than 20,000 pallets. The daily movement is approximately 1,200 pallets per day.

"We have been in the market for over 45 years and we have been using forklift for more than 36 years now. Of course, everything was manual when we started. We used to have contacts with several forklift companies and BT had some presence. But was really after the new company Toyota Material Handling España was created that they started to be our main partner, supplying BT trucks.

"We have had the opportunity to see not only the high quality of their products but also their professional personnel, commercial and after-sales care – everything has been exceptional! TMHES provides quick solutions to our requirements. We usually need a fast response as we do not really have contingency plans – so we have to solve problems as they arise.

"The benefits for us? Quick response – TMHES deeply studies our requirements and problems and they never just say 'no'. TMHES takes care of us by delivering us support day-by-day. We receive quick solutions for both sales and after-sales. The whole company is at our disposal when we need it. TMHES people are like CSR employees, except they care about us even more!

"We have simple needs and the LWE140 is ideal for us. We are growing up. We are coping with the financial crisis. Consumers are again demanding smaller stores, supporting local shops, and resisting the higher prices of the large supermarkets. Perhaps we are seeing a return to more traditional values."

As well as the BT Levio W-series, CSR's fleet includes BT Levio P-series powered pallet trucks, BT Staxio P-series and R-series powered stackers, BT Optio L-series low-level order picking trucks and BT Reflex B-series and E-series tilting-cab reach trucks.

