

Foundry Utilizes Leading-Edge Forklift Technology

Wisconsin Lift Truck had the opportunity to meet with Jason Genord, Maintenance and Engineering Manager for AAM (American Axle & Manufacturing) Casting, located in Reedsburg, WI.

Businesses around the world entrust and rely on AAM Casting to design, engineer, validate and manufacture driveline, metal forming and casting technologies.



The company is comprised of 68 plants total, 15 of which are casting foundries throughout the United States.

Wisconsin Lift Truck and AAM recently formed a partnership with the focus on rotating their forklift fleet to the Linde product line. The plant currently runs 57 forklifts, 9 of which have been converted to Linde. As their alternative branded trucks age, additional Linde's are scheduled to be rotated in.

When asking Jason what drew him to Linde forklifts he explained, "It really came down to total cost of ownership, sealed protection of major components, and the hydrostatic drive."

Linde's Hydrostatic Drive is known for its unmatched durability and efficiency in foundry applications. These forklifts serve as the superior alternative to standard torque converter forklifts, due to their longer lifespan, economical fuel costs, and low maintenance due to the elimination of traditional moving parts.

Each feature of the Linde Hydrostatic Drive significantly reduces the maintenance and parts expense throughout the lifetime of the equipment, justifying a slightly higher initial cost.

When visiting the facility, we also had the chance to speak with one of AAM's Maintenance Leads, Vince Denofrio, on what he likes most about Linde forklifts vs others. Denofrio described the Lindes as "quality built and engineered, with smooth craftsmanship."



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CASE STUDY



Prior to incorporating Linde forklifts into their operation, the facility encountered damage to exposed hoses, as well as issues with brakes, steering linkage, motors and tire wear. The forklifts would frequently go into failure around 8,000 hours.

When it comes to Linde engineered forklifts, 12,000-20,000 hours of operation can be expected thanks to the hydrostatic drive.

Wisconsin Lift Truck's Tom Stephens, and AAM's Linde representative, worked diligently with Jason Genord to implement the right forklift that offered considerable resilience in the harsh application.

"When it came down to choosing the trucks and switching over, we were looking for the best truck we could buy," Jason explained. "It came down to the total cost of ownership, and factoring in lifetime maintenance and parts expenses.

Wisconsin Lift Truck's Janesville location has also played a key role in ensuring that AAM's forklifts are taken care of at all times. While discussing the ways in which AAM and Wisconsin Lift have formed a partnership beyond the lift truck transactions, it was mentioned that Janesville parts representative, Don Freitag, as well as general manager, Keith Tatroe, have continually delivered exceptional service and response time. When they are in need of a part, or rental equipment, the Janesville staff is highly accessible and ready to assist no matter what time it is.



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Jason Genord, Maintenance & Engineering Manager

In addition to partnering with AAM for equipment needs, Wisconsin Lift Truck also works with them on technical training for their employees. Denofrio mentioned that Eric Sauer, Senior Technical Trainer for Wisconsin Lift Truck, was a wealth of knowledge during his technical training classes. Also mentioning that the technical training is "above what anybody else offers."

Over the past year, the partnership between AAM Casting and Wisconsin Lift Truck has not only created a more productive and efficient operation, but a great communication circle and trusting business relationship. With the help of Wisconsin Lift Truck, AAM Casting can now focus less on their material handling equipment... and more on their business.



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