

## Yale Industrial Trucks Ontario Customer Case Study



Over the past five years, Yale Industrial Trucks Ontario (Yale) and XtraPower Batteries (XtraPower) have enjoyed a fruitful and symbiotic business relationship in the world of industrial batteries and material handling equipment. How did this partnership begin – with Yale, a pillar in the industry for several decades, and XtraPower, a start-up business with just one employee? The answer: hard work, a common goal for preserving the planet, and a mission to provide quality and performance to put the customer first. After five years and double digit growth XtraPower continues to enable Yale to make the most of its motive power equipment.

### Customer Need:

Yale Industrial Trucks Ontario, a large player who sells new and used Yale lift trucks, constantly needs to ensure that its trucks have the proper batteries. But Yale, like all dealers with used equipment faced the dilemma of buying high priced new batteries to put in its used trucks or deal with unreliable used batteries with no guarantee. There was no middle ground until XtraPower, with its patented reconditioning technology, stepped in.

### Solution:



Yale's used equipment division always had many, many forklifts available for sale. However without a reliable battery, selling a used forklift was difficult. In the beginning, XtraPower began by selling one reconditioned battery at a time to Yale, all with an 85% capacity, and all with a 1 year warranty. This dramatically changed the value proposition of selling a used forklift to the customer. In reconditioning, XtraPower's patented technology and 18-step process are able to remove the sulfating on the lead plates in each cell of the battery, enabling the battery to recapture its ability to be recharged. So, the obvious question was, why not recondition *all* of Yale's used batteries. Thus was born the symbiotic partnership between the two companies. Yale would send all their used batteries to XtraPower. XtraPower would do testing and analysis on each one to determine if it was reconditionable. Those that met the criteria were reconditioned and returned to Yale, and those that were not, were disposed of by XtraPower. This service ended up saving Yale about 75% the cost of a new battery, while extending the life of the used one by 2-4 years.

Over the past five years, Yale has had over 216 batteries reconditioned by XtraPower; purchased over another 145 batteries from XtraPower and had over 2,000,000lbs of lead-acid batteries disposed by XtraPower.

### Result:

Yale has effectively saved in excess of **\$1 million** by partnering with XtraPower.



**Yale Batteries Savings using XtraPower services:**

Batteries	Quantity	Cost of New	Cost from XP	SAVINGS
Reconditioned Yale used batteries	216	\$ 939,600.00	\$ 234,360.00	\$ 705,240.00
Purchased of recon batteries	145	\$ 630,750.00	\$ 252,300.00	\$ 378,450.00
Disposed and recycled (lbs)	2,000,000	\$ -	\$ -	\$ -
<b>Total Savings:</b>				<b>\$ 1,083,690.00</b>

\*Figures based on five year average price of \$1740/recon battery, \$1085/recon service and \$4350/new battery on market.

*Yale McFadyen Group*

*Yale Industrial Trucks Ontario Ltd. is a well-established and reputed company over 35 years old, which sells both new and used Yale material handling equipment. Its success stems from an experienced, capable and consultative approach to put the customer first. Addressing customer priorities such as productivity, uptime and cost savings is achieved by Yale’s effective and efficient customer service and its variety of flexible offerings, including outright purchases, capital or operating leases, and long-term rentals. With the latest technologies, advanced warehousing concepts, system integration and customer service best practices, Yale’s 200+ dedicated professionals will help you meet your material handling needs.*

[www.yaleforklifts.com](http://www.yaleforklifts.com)

*XtraPower*

*XtraPower Batteries is North America’s largest industrial battery company that produces reconditioned batteries using patented technologies. By recycling batteries, XtraPower gives its customers the environmentally friendly and economically sound choice for reliable motive power solutions. XtraPower also provides reconditioning services and battery chargers and parts for large and small end-users and material handling dealers alike. XtraPower is both EPA and Enviroment Canada approved for transport and facilities.*

[www.xtrapowerbatteries.com](http://www.xtrapowerbatteries.com)

