

INDUSTRY EXECUTIVE BRIEF

How smarter material handling protects
throughput, uptime, food safety, product
integrity, and labor productivity

PREPARED FOR

Food manufacturing and
processing leaders

FOCUS

Throughput, uptime, food
safety, labor productivity

PREPARED BY

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EXECUTIVE SUMMARY

Food manufacturers and processors operate in an environment where throughput, sanitation, seasonal demand, labor availability, food safety, and customer commitments converge every day. Performance is won or lost in the movement of raw materials, packaging, work-in-process, finished goods, and refrigerated product through the facility.

Material handling should be managed as part of the operating system - not simply as a collection of forklifts. Equipment fit, service responsiveness, preventive maintenance, rental flexibility, energy strategy, operator support, and fleet visibility directly influence output, product quality, and profitability.



Throughput

Reduce bottlenecks in receiving, staging, production, cold storage, and shipping.



Product Integrity

Reduce damage, contamination exposure, and handling variability.



Uptime

Protect daily execution with reliable service, PM discipline, and parts readiness.



Visibility

Use data to understand utilization, downtime, impacts, and recurring issues.

Why These Matter

- Seasonal peaks and compressed shipping windows leave little room for equipment disruption.
- Downtime can interrupt production flow, increase labor cost, and put customer commitments at risk.
- These environments often require specialized attention to sanitation, temperature, corrosion, and handling.
- The right equipment and support model can improve productivity without adding unnecessary labor or space.

Material handling is a DAILY EXECUTION LEVER that protects throughput, food safety, product integrity, and customer commitments.

THE NEW OPERATING REALITY

Food Northern California and Nevada food operations often manage fresh and frozen products, agricultural seasonality, washdown and sanitation requirements, tight labor markets, packaging complexity, and rapidly changing customer demand.

From strawberry and produce processing to dairy, beverage, packaged foods, cold storage, and ingredient manufacturing, every dock, lift truck, attachment, battery, and maintenance plan affects throughput and the customer experience.

The pressures leaders must manage

- Sanitation, food safety, product handling, and regulatory discipline
- Seasonal harvest surges and rapidly changing production schedules
- Cold rooms, wet environments, washdown areas, and corrosion exposure
- Labor availability, operator retention, fatigue, and training
- Asset utilization, maintenance response, and replacement timing

The question is not whether the operation has forklifts. The question is whether the fleet, service model, environment fit, and operator support system are **aligned with the demands of the operation.**

MATERIAL HANDLING STRATEGY MATTERS MORE THAN EVER

In high-velocity food processing environments, small inefficiencies repeat hundreds or thousands of times per week. Excessive travel, a mismatched truck, battery or charging disruption, recurring maintenance, or poor dock and staging flow can quietly erode output and margins.

Throughput

Reduce bottlenecks.

- ✓ Match equipment to loads, aisles, zones and shifts.

Uptime

Prevent disruption

- ✓ Planned maintenance
- ✓ Parts availability
- ✓ Fast service response

**Labor
Productivity**

Improve operator effectiveness

- ✓ Fleet utilization
- ✓ Impact analysis
- ✓ Operator performance

**Product
Integrity**

Reduce damage and rework

- ✓ Charging strategy
- ✓ Battery management
- ✓ Fuel planning
- ✓ Shift alignment

Safety

Strengthen visibility and discipline

- ✓ Rentals for seasonal demand
- ✓ Flexible fleet capacity

FIVE QUESTIONS EVERY LEADER SHOULD ASK

1

Are we using the right equipment for each environment?



Match trucks, attachments, tires, energy systems, and operator features to the load, sanitation needs, temperature, floor conditions, and shift intensity.

Where are we losing time between receiving and shipping?

2



Look for waiting, congestion, double handling, charging delays, long travel paths, and repeated bottlenecks around production and staging.

3

How much downtime or cold-zone disruption are we tolerating?



Measure the effect on labor, line support, product flow, spoilage risk, service levels, and customer commitments.

Are we protecting operator productivity and product integrity?

4



Evaluate visibility, comfort, controls, attachment selection, load stability, damage risk, and the training required for consistent execution.

5

Is our fleet strategy keeping up with demand?



Growth, new SKUs, changing packaging, seasonal peaks, and tighter delivery windows may require a different mix of equipment, rentals, and service support.

Would a 30-minute material handling review
reveal hidden bottlenecks, downtime exposure, sanitation-related equipment challenges, or fleet utilization opportunities?

PRACTICAL IMPROVEMENT OPPORTUNITIES

Connect daily production and warehouse pressure points to practical material handling improvement opportunities.

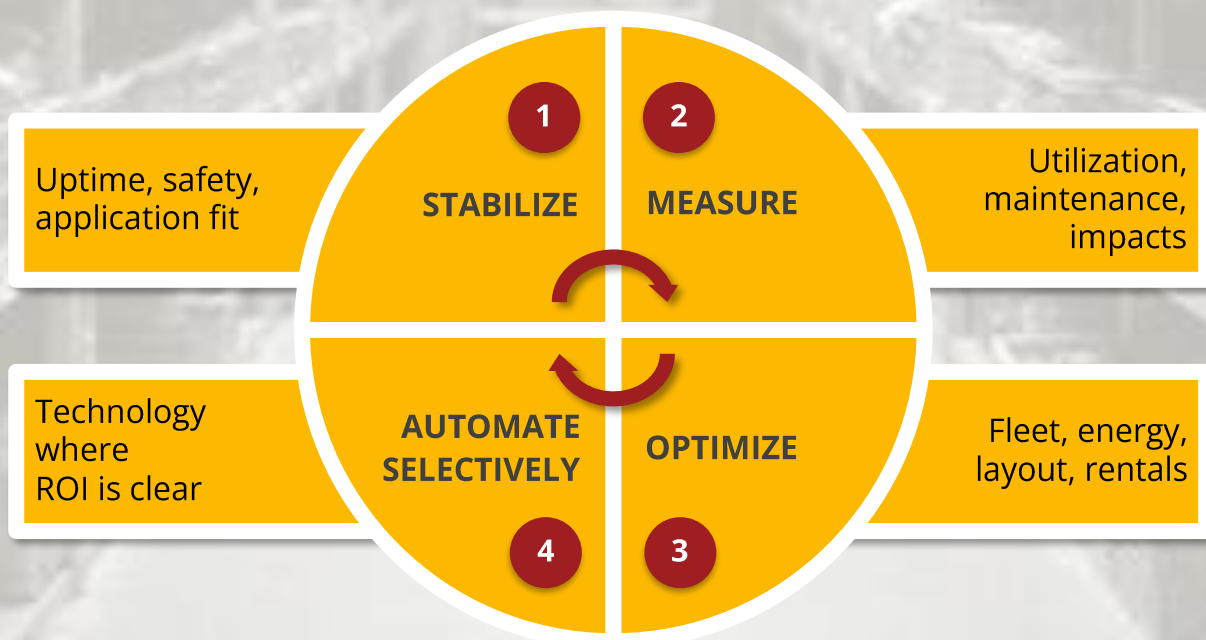
Industry Pressure Point	Operational Impact	Material Handling Opportunity
Cold / temperature zones	Reduced operator time, condensation, battery strain, and throughput loss	Application-fit equipment, cold-storage preparation, and energy planning
Wet or washdown environments	Corrosion, reliability concerns, and sanitation exposure	Environment review, component protection, cleaning discipline, and service planning
Seasonal volume swings	Congestion, overtime, and unbalanced capacity	Rental capacity, temporary fleet support, and advance peak planning
Equipment downtime	Interrupted production, missed shipments, and labor disruption	Preventive maintenance, parts readiness, responsive service, and utilization review
Fresh and fragile products	Damage, rework, spoilage, and quality concerns	Right attachments, load handling controls, visibility, and operator training
Labor availability	Overtime, fatigue, inconsistent execution, and training burden	Ergonomics, intuitive controls, operator development, and simpler workflows
Dock and staging congestion	Waiting, double handling, traffic risk, and lost floor space	Flow review, equipment sizing, staging discipline, and facility layout improvements



USE DATA TO IMPROVE DECISIONS

Food manufacturers are evaluating connected equipment, telematics, robotics, automation, and energy alternatives. The right answer is not the same for every facility

The better question is: what level of technology adoption creates a measurable return while protecting uptime, food safety, and product flow?



HOW PACIFIC EQUIPMENT SOLUTIONS CAN HELP

Pacific Equipment Solutions works with food manufacturing, processing, cold storage, distribution, and operations leaders across Northern California, the Central Valley, and Nevada.

The Goal is Simple

Keep product moving, protect uptime, support food-safe execution, and improve productivity.

Material handling equipment matched to the application, load, environment, and shift pattern

New, used, and rental equipment to support daily operations and seasonal production peaks

Planned maintenance, emergency service, parts support, and uptime-focused fleet care

Fleet consultation, utilization review, replacement planning, and total-cost analysis

Operator training, safety support, and practical recommendations for more consistent execution

Warehouse equipment and integrated solutions that support flow, storage, staging, and productivity

Technology and equipment create value when they improve decision quality and daily execution. The strongest fleet strategy combines application-fit equipment, service, data, operator development, and operational discipline.



HOW PACIFIC EQUIPMENT SOLUTIONS CAN HELP

Is your current material handling strategy helping - or holding back - productivity in your food manufacturing or processing operation?

**Schedule a 30-minute
Material Handling Review with
Pacific Equipment Solutions**