

METALS  
PAPER & RECYCLING  
WOOD  
AUTOMOTIVE  
**LOGISTICS**  
BEVERAGE  
CONSTRUCTION MATERIALS  
CHEMICALS  
FOOD  
RETAIL  
RENTAL  
PORTS & TERMINALS



**STRONG PARTNERS.  
TOUGH TRUCKS.™**

# ICI PARIS XL



## LOCATION

### Forest Vilvoorde, Belgium

ICI Paris XL sells cosmetics,  
perfumes and skincare  
products

## BACKGROUND

Founded in 1968 in Belgium, ICI Paris XL sells cosmetics, perfumes and skincare products. There are currently 282 stores across the Benelux countries, with 161 branches in the Netherlands, 114 in Belgium, five in Luxembourg and two in Germany.

ICI Paris XL in Vilvoorde, Belgium has a depot that serves the Benelux market. The stock and the shop equipment are controlled at this central depot. The company's logistics are managed by subsidiary company, Parbelux.

Having already operated a Hyster materials handling fleet, ICI Paris XL required agile, compact vehicles to operate in the narrow corridors of the depot, following automation and rationalization of some of the supply processes.

## HOW DID HYSTER HELP?

1. Supplied a selection of equipment to meet the specific application requirements
2. Provided the equipment on a full service maintenance contract with rapid response support through its local distribution partner

## EQUIPMENT SUMMARY

The fleet of Hyster equipment includes:

- > **Hyster Stacker Trucks**
- > **Hyster Electric Pallet Trucks**
- > **Hyster Reach Trucks**
- > **Hyster three-wheel Forklift Trucks**



## BENEFITS HYSTER BROUGHT TO ICI PARIS XL

- > Productivity has been enhanced, with operators working 300% faster, according to the customer, thanks in part to the agile and manoeuvrable trucks
- > To minimise downtime, the Hyster equipment has been supplied in a full service maintenance contract through the local distribution partner, which offers rapid response and 24 hour availability for repairs and maintenance. A charging space has also been installed for electric trucks
- > High levels of efficiency are achieved thanks to the compact vehicles, which are able to operate effectively in the narrow corridors of the depot
- > To aid productivity, driver training has been provided through the local Hyster distribution partner
- > To ensure the fleet is optimised, fleet management has been implemented by the local Hyster distribution partner
- > To prevent overspeed, the travel speed of the forklift trucks has been set to meet the required onsite limits

## HYSTER EUROPE

©2014 Hyster-Yale Group, all rights reserved. HYSTER-YALE UK LIMITED trading as Hyster Europe.  
Registered Address: Centennial House, Building 4.5, Frimley Business Park, Frimley, Surrey, GU16 7SG, United Kingdom.  
Registered in England and Wales. Company Registration Number: 02636775.