

Competition in cold storage sector heats up with launch of Bendi Arctic truck



The launch of a brand new cold store 'Arctic' cab at IMHX is set to spearhead the biggest ever introduction of new models by leading articulated truck specialist Translift Bendi.

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The Redditch-based firm is flexing its muscles in the demanding cold storage sector and has drawn on its 20 years of industry expertise and knowledge to develop a full cold store cab. Now, for the first time, cold storage companies can benefit from the superior 1.6m aisle performance that Bendi and its solutions have become synonymous with.

"We do have an impressive foothold in the retail and FMCG markets," explains Bendi Managing Director, Simon Brown. "However, this latest edition to the Bendi portfolio will enable us to make even greater inroads into an area that has historically been forced to struggle with compromise."

Often considered to be as the most expensive form of storage, the management of cold stores has, up until now, been limited to using only reach trucks or very narrow aisle (VNA) solutions.

"The impracticalities of these trucks in a cold storage environment are relatively obvious," says Brown. "Reach trucks require much larger aisles so true storage efficiencies aren't achievable, whilst traditional VNA solutions can cause other issues such as wire guidance problems."

The new Arctic Bendi, which has been specifically adapted for the cold store environment, will help to reduce the cost of cold storage. With its 1.6m aisle performance, the Arctic Bendi offers great space and time savings in a comfortable, heated, enclosed cab.

For more information about the current Bendi range, visit www.bendi.co.uk

