

CELEBRATING **50** YEARS OF BUSINESS

Run better. Manage smarter.

RAYMOND

CAROLINA HANDLING

Carolina Handling

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What is the primary mission of your company?

Since 1966 Carolina Handling has been dedicated to serving the material handling industry through unparalleled products, service, solutions and support. We are committed to excellence and innovation; we are pledged to mutually beneficial relationships. This is our corporate philosophy.

What sets Carolina Handling apart from competitors?

We have continuously grown from our beginnings as a small business in 1966, to become one of the largest, fastest-growing material handling organizations in the country.

Carolina Handling provides an environment that encourages Associates to realize their full potential. Every Associate has the opportunity for ongoing personal development and advancement. In turn, our Associates are passionate about helping our customers. We invest more in training and development on a per Associate basis than any other material handling dealership in the country, and that investment shows in every aspect of our business.

We maintain an average on-site time for our technicians of 1.1 hours from the initial request and nearly 90% of calls are completed on the first visit — a testament to the professionalism of our service team.

What has changed since your business was founded?

In 1966, Don Pratt, then the National Sales Manager at Raymond corporate headquarters, acquired W. M. Anderson Company, an equipment distributor in the Carolinas. Beginning with just five Associates working in an old gas station, Pratt changed the company name to Carolina Handling. The company's primary product line became Raymond electric narrow aisle lift trucks. Over the next few years, Carolina Handling expanded into Georgia, and by the spring of 1985 had added Alabama and the central time zone of Florida as territories.

Today, we offer comprehensive assistance and strategic solutions for the design, implementation and support of all material handling needs to our diversified customer base in North Carolina, South Carolina, Georgia, Alabama and the central time zone of Florida. We have over 500 Associates, including over 250 Service Technicians in facilities strategically located throughout the market.

Describe the defining moment when you knew Carolina Handling would be successful.

In 1989, Don Pratt retired and Tim Hilton, then the President of the company, became the principal shareholder. The Raymond Corporation joined Carolina Handling as an equity partner in January 1995. This decision reflected both companies' philosophy to build a true partnership and an even stronger company. In 2014 Dave Reder was announced as our new President and CEO. Under the leadership of his management team we have experienced record growth as a company.

What are your plans for the future?

For our customers we are dedicated to providing innovative solutions, driving cost savings and increasing efficiency. We rely on the vast knowledge our Associates offer based on countless hours spent in every customer operation.

Improved safety, productivity and labor management throughout warehouse operations are keys areas of focus for us. One of the biggest challenges within the warehouse is organizing data into meaningful and actionable business metrics. Eliminating visibility gaps in the warehouse operation creates more fact-based decision making opportunities and facilitation of corrective actions.

We now deliver customer specific reports for information such as repair costs for individual trucks, hours of equipment utilization and equipment utilization by driver. We will continue to invest more and more on equipment monitoring and automatic data capturing solutions as part of our overall fleet management capabilities.

At Carolina Handling we are committed to helping our customers run better and manage smarter.



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