



# 10 Doosan forklifts for K-Rauta

Reliability in extreme conditions

**Oulu is the capital of Northern Scandinavia and has one of the biggest K-Rauta DIY's in whole Finland. The store in Oulu uses nine 3.5 tonners and one 5-ton to get their work done. We visited them on a cold winter day in January.**

K-Rauta, owned by the mother company Kesko but operated by independent entrepreneurs, has DIY-stores all over Finland and works business-to-business as well as business-to-customer. The chain has around 130 shops spread out in Finland, and the one located in Oulu is the 3rd biggest in whole Finland with a surface of 51 000 m<sup>2</sup> and a turnover of €32-35 million a year. They supply smaller K-Rauta's and other wholesale suppliers up higher in the north. In 2015, this DIY-store was



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the first customer for our dealer in Finland, Suomen Konetalo, and is still using these 10 Doosan forklifts.

**Extreme weather conditions**

When cars don't start when it's -2°C, you wonder how forklifts can operate in a harsh environment like Oulu, where temperatures like -15°C are no exception. But the Doosan forklifts at K-Rauta don't have any difficulties with the temperatures, with some small adaptations.

"We drive them inside in the night so that they don't stay outside if it's -35°C. The machines might start but the hydraulics don't like the cold", starts Tuomas Pajala, store manager of the of the K-Rauta store in Oulu. The forklifts are equipped with an electric heating system for the engines, but the trucks are left running during the whole day in winter, even when they aren't in use. The reason for this is the hydraulic system: due to the cold, the hoses might break. the tires, and are taken out in summer.

In peak season, K-Rauta uses the automatic engine shutdown system to save fuel. Apart from that, the trucks are equipped with some additional tools: K-Rauta constructed something on the counter weight which is used to gather wood that has fallen from lorries or forklifts. They also have a special tool to raise large safety nets that are used in concrete building, otherwise it's not possible to move them around. The carriage is from a local supplier to ensure optimal visibility.

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**Choice for service**

The DIY shop in Oulu works in January and February in 2 shifts a day. From March until December the forklifts drive 22 hours a day, 7 days a week. "In season it's very busy, we have approximately 10 incoming and 15 outgoing lorries between 7 am and 4 pm. That's why service is very important for us: the trucks need to be ready to use and in a good condition at all times", tells Tuomas. "If one

of the trucks is going out of service during peak season, it immediately becomes a problem for us." K-Rauta leases the forklifts from Suomen Konetalo with a full-service contract. "If something happens, they know that the service guy comes fast to help them out", explains Timo Peltola, owner of Suomen Konetalo. "We are available 7 days a week, 24 hours a day." In the full-service contract everything is included, except diesel, which makes it easy for K-Rauta to know how much budget they need for the trucks. "The forklifts drive quite a bit, they take a lot of wear and tear and we need to switch them pretty regularly.



This makes it hard to calculate a residual value and a budget if we owned the forklifts", mentions Tuomas.

**Doosan is crucial for K-Rauta**

The K-Rauta in Oulu is one of the biggest in whole Finland, the 40 000m<sup>2</sup> yard is even the biggest in Finland, and is very important to the shop. "Our competitive advantage in the market is volume and logistics", Tuomas explains. "Due to the size of the yard, we can practically deliver anything. We have everything in stock. What we have in stock, we need to deliver. To deliver those goods, we need the forklifts. I think it's clear that the Doosan forklifts are a very crucial part in our company."

It is therefore not surprising that they have large construction companies as their customers. "Companies are really sensitive to the packaging of the goods, the condition in which they arrive and the reliability: when I order this, will I have it in the time? We want to give service that no one can offer."

**Scandinavia is an example**

The K-Rauta shop in Oulu has 64 employees during off season, it raises to 100 in season. 25 people are driving the trucks in winter, in summer it will be around 40. The current fleet is the first Doosan fleet the shop is using, and the drivers are happy with them. "The usability all together compared to our old forklifts is good. We also have one 7-Series and the improvement of the ergonomics is huge", commits Tuomas. "We are satisfied with the machines as they work well in our environment."

It's clear that Doosan passed the test, and to say it in Timo's words: "In Scandinavia we have quite high demands, when you can sell it here, you can sell it everywhere in Europe."



**New office for Suomen Konetalo**

Suomen Konetalo is since 2015 Doosan dealer in Finland and has already 3 offices spread out in Finland: Tampere, Kokkola and Oulu, where they just constructed a new building. The Finnish dealer experienced a steep grow in their sales last year and are expected to grow even more.



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