



Forklift truck scales increase revenue by 1.5% each month

Benton Express, founded in 1934, provides a load-direct¹ shipping service for quality-conscious customers in five southeastern US states. Working out of twenty-four terminals, Benton's 638 partners (employees) ship freight directly to its destination overnight.

Eliminating breakbulk terminals² enables Benton to achieve high on-time service percentages and a low claims ratio.

Benton charges by the hundredweight (kilogramme). Customer-provided weight statements were used for billing until new Avery Weigh-Tronix Forklift Truck Scales arrived.

The Old System

The weight of each shipment was documented for billing using the weight statement provided by the customer. Shipment weight was not checked, because the time and inconvenience of traveling to and from the floor scale with each load, and unloading/re-loading it would eliminate any savings realized by correcting erroneous weight statements.

Developing The Solution

Clete Cordero, a Project Manager at Benton, believed that weight verification would provide a significant increase in revenue. According to Mr. Cordero, "We needed a system that provided instant legal-for-trade weighment of each load without adding steps to our normal procedures."

After reading about Avery Weigh-Tronix Forklift Truck Scales, Mr. Cordero consulted his local representative regarding Benton's procedures and weight verification goals.

The representative recommended Avery Weigh-Tronix legal-for-trade Forklift Truck Scales, and offered to provide one for a 30-day free-of-charge trial period. When the scale was delivered, Mr. Cordero asked the appropriate partners to implement it as soon as possible.

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Avery Weigh-Tronix Legal-for-Trade Forklift Truck Scales

- Transform ordinary lift trucks into mobile scales that deliver instant legal-for-trade weight verification of each load upon pick-up.
- Designed for industrial use, the field-serviceable scales feature solid steel Weigh Bar[®] weight sensors, a rugged electronic indicator, and an epoxy-painted scale carriage frame.
- Proven Weigh Bar technology connects the front and back scale elements, eliminating flexures, and reducing maintenance costs.



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The cab-mounted indicators display operator prompts simultaneously with weight data to provide intuitive ease-of-use. This feature allowed the partners to implement their trial-use Forklift Truck Scale immediately, with no training.

The additional revenue collected during that 30-day trial period proved that the scales would be a profitable investment for Benton Express.

The Payoff

The instant legal-for-trade weighment of each load, provided by the Avery Weigh-Tronix Forklift Truck Scales, enables Benton Express to collect an additional 1.5% revenue per month. For most Benton terminals, a scale pays for itself during the first 30 days of use and every dollar collected after that is pure profit. The company is currently in the process of outfitting all terminals with Avery Weigh-Tronix legal-for-trade Forklift Truck Scales.

In addition to ensuring accurate billing, the scales' accurate weight verification enables dock workers to load the trucks evenly and legally, which avoids overload fines, excessive wear on the vehicle, and unsafe operation.

Definitions

¹ **load-direct:** an industry term meaning loads are shipped directly to their destination.

² **breakbulk terminal (central hub):** an industry term for a centralized hub terminal where loads are collected and grouped by destination for shipment. This shipping method wastes valuable transport time, because every load makes a trip to the breakbulk terminal first.

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The scales are available with 5,000 LB (2,500 kg) or 10,000 LB (5,000 kg) weight capacity and a choice of two electronic indicators:

- The WI-130, a multi-function, field-programmable indicator, displays operator prompts and data, including weight, pro number/work order, accumulated number of skids, and soft key labels; simultaneously on a multi-line display.
- The WI-125, a simple, economical indicator, features six straightforward keys, a serial printer port, and an easy-to-read LCD display with 0.6" digits and an automated backlight. Its impact-resistant enclosure measures just 3.75" deep and has rounded safety corners.