

EBOOK

# OPTIMIZE FOR THE FUTURE OF MATERIAL HANDLING

Overcome today's challenges and prepare  
for tomorrow's opportunities



**RAYMOND** | JOHNSTON  
INTRALOGISTICS SOLUTIONS | EQUIPMENT

# WHAT'S **INSIDE**

---

Economic forces have business leaders feeling stuck on the innovation front.

Despite the challenges facing today's market, there is a unique opportunity to look internally for optimization and innovation.

In this eBook, you'll find useful information on today's biggest market challenges and learn why Johnston Equipment is the ideal partner to help you rise to today's challenges and meet tomorrow head on.

## Table of contents

---

Today's industry pain points	<b>3</b>
How savvy leaders are getting ahead	<b>4</b>
JE: Your end-to-end partner	<b>5</b>
Complete Solutions™	<b>6</b>
Our partners + additional resources	<b>7</b>

---

# TODAY'S **PAIN POINTS** FOR BUSINESS LEADERS

## SKILLED LABOUR SHORTAGES

Attracting and retaining talent has never been more challenging. With fewer people and more demand than ever, **hiring and retaining qualified workers (57%) and the talent shortage (56%) are top challenges cited by business leaders.\***

## ECONOMIC UNCERTAINTY

Unstable economic times have caused business leaders to scale back in budget and/or headcount, leaving them unsure about innovating and growth.

## SUPPLY CHAIN DISRUPTIONS

Supply chain disruptions are here to stay (at least for a while). To prepare for this, leaders are focusing on ways to incorporate new tech, partnerships with vendors, and upskilling current talent.

## NEW HEALTH AND SAFETY REGULATIONS

Warehouse work comes with health and safety risks. With new regulations coming out of the pandemic, implementing systems that foster a secure environment where risk is as low as possible is a big challenge.



of decision-makers are increasing their investment in supply chain technology and innovation\*



# HOW SAVVY LEADERS ARE GETTING AHEAD

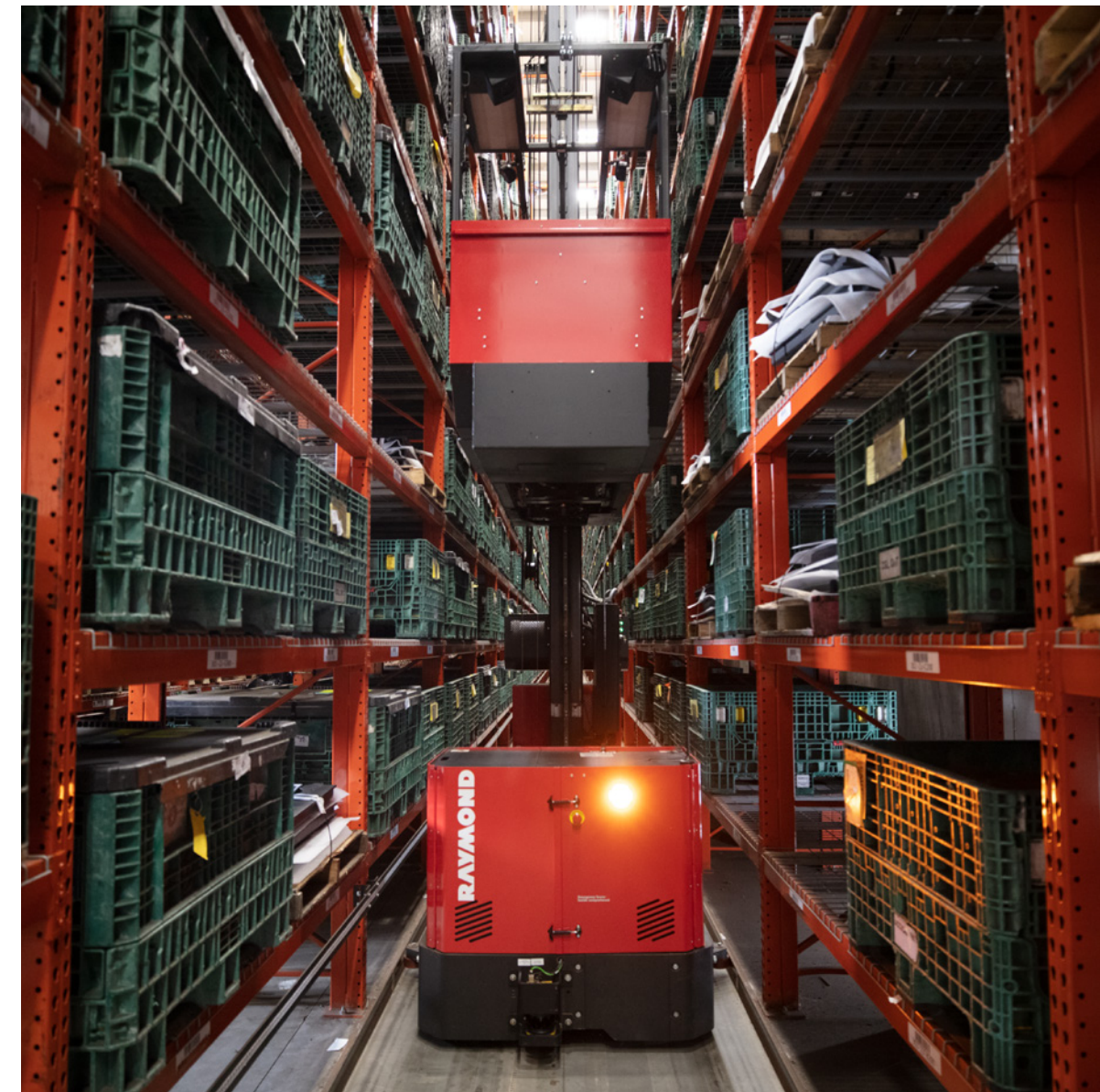
Many business leaders believe that the only way to get ahead is by addition, whether that's adding new equipment or headcount. But it's not the only way to gain an edge.

**For many organizations who are battling economic forces that feel outside their control, now is the time to optimize—to step back and take a broader look at the overall intralogistics strategy.**

To take stock of the investments you've already made, augment and make adjustments that will help weather today's storms and set you up for a strong and sustainable future.

**To prepare for future disruption, business leaders need to apply a forward-thinking approach.**

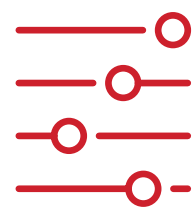
And Johnston Equipment is the partner to help you do it by leveraging not only material handling equipment, but also service, parts, power, racking, training, and automation to secure and enhance the investment you've already made in spaces, equipment, and people.



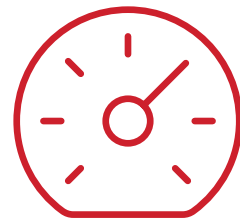
# JOHNSTON EQUIPMENT: YOUR **END-TO-END** INTRALOGISTICS PARTNER



**TAKE STOCK**



**CALIBRATE**



**OPTIMIZE**

An end-to-end partner that thinks big picture and then moves into action is exactly what business leaders and their teams need today.

**If you move, manage, store, or protect™ goods, we've got the expertise to help you make smart decisions.**

Drawing on our decades of leadership in intralogistics, we can dig into the strategies and systems you've got in place today, calibrate them against your goals and

the challenges you're up against, and bring forward new ideas you might not yet have considered.

And that means you can not only take a broader look at your vehicle fleet, augmenting as needed with things like people-lifters, but also tap into Johnston Equipment's capabilities in areas like service, parts, power, racking, training, and automation.



According to the newly released 2023 MHI Annual Industry Report: The Responsible Supply Chain, 86% of the manufacturing and supply chain professionals surveyed said that digital supply chains that are autonomous, connected, intelligent and agile will be the industry standard by 2027.

---

**Let's look to the bright future ahead to help you run better and manage smarter.**



# COMPLETE SOLUTIONS™



Complete Solutions™ is the end-to-end framework we use to describe our modern solutions and service offerings. And it comprises 4 areas of focus:



## MOVE

We've got the equipment and power you need to move goods into, out of, and around your facilities. We offer a full range of new, used, rented and leased forklifts, people lifters, and industrial electric vehicles, plus all the accessories like batteries and chargers to keep your movers moving. With our expertise in automation, we keep your facilities up to date, safe, and efficient.



## STORE

Your storage security, access, and integrity are top priorities. With the acquisition of Konstant in 2015, we became the largest storage system solution provider in Canada and we even have the capability to engineer and manage your projects for you.



## MANAGE

To manage better, we've got the tools and programs to maximize your operational uptime and budget. We've got the largest service force in Canada to look after all your material handling equipment, with over 400 technicians coast-to-coast.



## PROTECT

We have programs to protect your most valuable operational assets, which includes our extended warranty and nationally accredited operator training.

# READY TO GET AHEAD?

Don't back down to rising challenges. Face them with an intralogistics partner who will:

---

Analyze the strategy and systems you've built to move, manage, store, and protect™ goods

---

Bring forward new ideas to enhance or secure the investments you've already made

---

Help you meet the rising needs of today and prepare for the opportunities of tomorrow

## Our family of companies



Connect.  
Optimize.  
Automate.

Let's talk about evolving your facilities.

Contact us →