



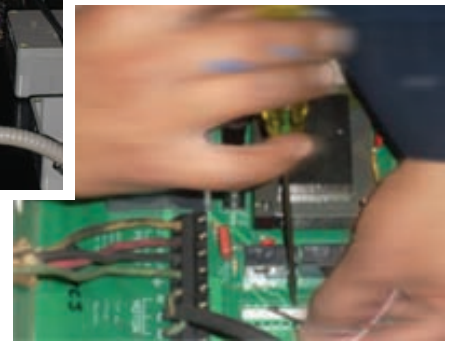
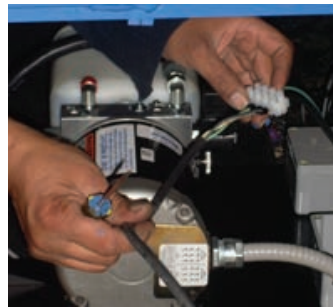
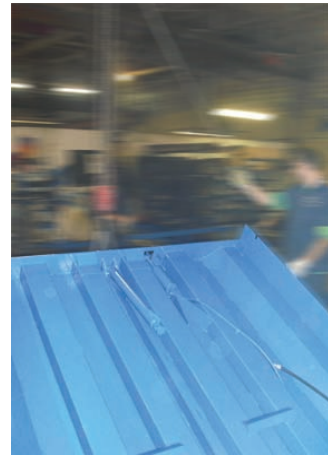
Blue Giant Success Story

Philadelphia Produce Distribution Center

October, 2009

The fall is proving to be a rewarding quarter for Blue Giant after months of hard work and persistence culminate in the manufacture of 227 FHC Dock Levelers complete with our new Blue Genius™ Touch Controls, all for one large job opportunity.

John Simon, Director, Dealer Development for the Northeast and Mid to Southern U.S., partnered with Mike Struempfler of Warehouse Technology Inc. (Pennsylvania) to secure the sale for the brand new Philadelphia Regional Produce Market.



227 Blue Genius™ Touch Controls

The award of this job was significant on many levels. The Produce Market is a massive 667,000 square foot building (seven football fields long and 20 acres under a single roof), and workplace to 1,468 employees with another 375 new jobs expected to be created once the building is complete. Almost derailed by the recession, the building is scheduled to be completed on time / on budget and heralds stronger economic times ahead.

Original specifications for the facility were non-compliant with our Blue Giant standards but John and Mike worked diligently with Philadelphia Produce, meeting with end user and factory representatives to close the deal. Our new Blue Genius™ Touch Controls played an important role in the decision making process.



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Retractable Curtain Assembly

This project also introduced our new retractable curtains for each of the 227 dock levelers, which have now become a popular offering through our parts and aftermarket department.



From the initial negotiations involving John and Mike, through to careful costing, engineering expertise, scheduling, and manufacturing, Blue Giant performed as a team and proved that we can achieve high level results, securing our place in the market as the economy continues to recover.

The docks were manufactured to accommodate 3 wheel forklifts, which are commonly used within the food service industry for loading and unloading operations. The inclusion of braces between the two centre beams allows for the weight of the third wheel to prevent 'dishing' of the docks.



The success of this job would not have been possible without the hard work and dedication of all Blue Giant employees. We delivered our product on schedule and in excellent condition.

THANK YOU!