

# Kelley Dock Lift Takes Deliveries to a New Level for Giovanni Veal



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**Company:**  
Giovanni Veal

**Challenge:**  
Restricted space in loading dock area made deliveries time consuming, and near impossible to get loads up onto the warehouse floor.

**Solution:**  
Kelley® Hydraulic Dock Lifts

**Industry:**  
Food Processing

**Geography:**  
Woburn, MA

“The Kelley Dock Lift has allowed our business to grow because of the time it saves us on deliveries”

- John Giovanni

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Massachusetts is the 3rd most densely populated state in the U.S. Located 9 miles north of Boston is the town of Woburn, home to a successful meat processing company Giovanni Veal. John Giovanni, a proud Italian, renamed the meat processing plant nine years ago when he purchased the company from Woburn Veal Company. The narrow, restricted loading dock that came with the building stood in the way of increasing demand. With 20 daily deliveries of fresh meat to supermarkets, food suppliers and restaurants around the region, Giovanni Veal elected to install a cost-effective solution, a Kelley Hydraulic Dock Lift to help solve their loading dock dilemma.

Just a moment's glance at this processing plant and you can instantly identify the issues that one might face when it comes to maneuvering trailers and other vehicles around the loading dock area. This location shares a common characteristic with other Boston located businesses – tight, restricted space with narrow driveways. In fact, this is a very real concern for businesses located in densely



populated areas across the country. Metropolitan areas in densely populated cities usually come with space restrictions and combined with daily trailer deliveries, tight spaces can prove exceptionally troublesome.

John had no desire to pick up and move because apart from the constrained loading dock the business was fully operative. Yet, demand was on the rise so he knew that he would have to find a solution to be capable of receiving more shipments in a time-efficient manner. After Bob Knapp with Baron Equipment Company, the local Kelley distributor, visited the Giovanni Veal location he suggested a Kelley Dock Lift. Due to the space constraint, a conventional loading dock was not permissible. Instead he needed to find a solution that could be installed in the space that existed, and at the same

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time lift the loads safely up to the warehouse level.

“It seemed like it just took one look and Bob could see what our challenge was, and he knew how to fix it,” said John. “He explained that by adding a dock lift we didn’t have to invest in any major concrete work like a ramp or anything and that sounded good to us.”

Giovanni Veal was able to increase the number of daily deliveries thanks to an increase in operational efficiency and also a positive impact on time savings. The pit-mounted 6,000 lb. capacity Kelley Hydraulic Dock Lift means that a trailer can pull right up to the lift and the platform can then be raised to the height of the warehouse floor. Now a different lip on the lift, the one that is adjacent to the lip used for the initial loading, can be lowered onto the warehouse floor. The driver, who is usually standing with the load on top of the lift, can shift the load into the warehouse. This simple yet effective process also protects workers backs as it is an ergonomic way of lifting the deliveries up to the height of the warehouse floor.

“Who would ever think that a piece of equipment could make your life easier!” says John. “The Kelley Dock Lift has allowed our business to grow because of the time it saves us on deliveries and the extra safe lifting for my workers.”



The driver has full control over the dock lift motion with the pre-wired, NEMA-4X hand-held push-button controller. The lift safely and smoothly lowers the platform to the ground without jostling the load. Giovanni Veal employees then transport the deliveries into the processing plant for further processing, portioning, packaging and additional distribution to supermarkets, restaurants, food suppliers and more. This efficient operation and the Kelley Dock Lift’s 8’ long and 7’ wide platform provide full access to virtually any kind of vehicle. Which is great news for Giovanni Veal as it means less hold-up at the dock. The delivery driver can quickly get the meat delivery into the facility, reducing any possible forms of contamination.

Food processing is a sensitive practice and one needs equipment that is both reliable and powerful. This heavy-duty industrial dock lift is made of hollow structural steel tubing for maximum strength and durability. The Kelley Hydraulic Dock Lift is powered by

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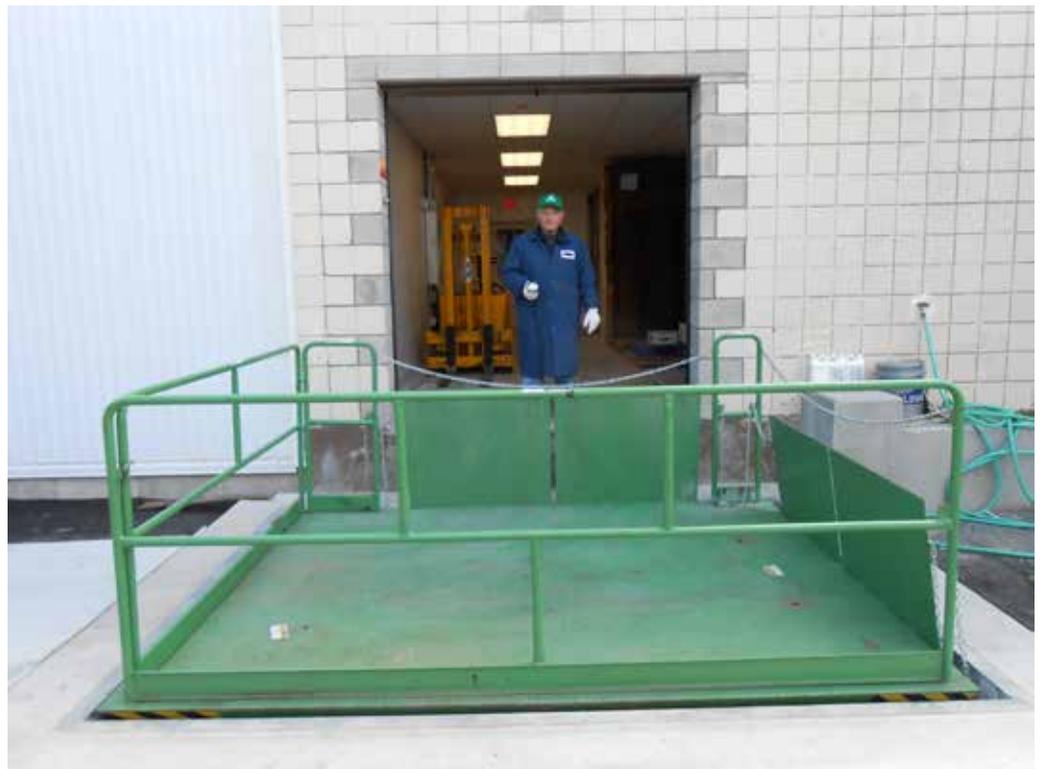
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two hydraulic cylinders and can raise or lower the platform right to where the operator needs it in less than one minute.

The Kelley Hydraulic Dock Lift comes with a variety of time-tested safety features including removable handrails to accommodate different loads, beveled toe guards, a maintenance safety strut, safety chains across the operating ends, upper travel limit switch and a safety tread plate steel deck. Velocity fuses on the lift cylinders prevent the lift from free falling in the event of a hydraulic failure.

As they say, good things come in small packages and while this meat processing operation may well be small their efficiencies are huge. They take great pride in every load that they send out to customers. They understand that time is of the essence where food is concerned and thanks to the additional time savings and improved loading dock function Giovanni Veal can focus their minds to the true meat of the operation.



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