

# TOTAL COST OF OWNERSHIP

# Don't just buy a machine when you can buy a **solution**

You're not just choosing a machine

you're choosing a container handling and logistics solution

integrated into your operation and bottom line.



Innovative design and an understanding of the operations's TCO made this intermodal rail/road terminal profitable whilst handling only 10,000 containers per year [Mackay, Australia]. Smaller gantries make terminals viable with as few as 2,500 containers per year.

Choosing a machine to handle your containers or heavy load is about more than just how much it costs to buy and to run - its about how it reduces the costs of your entire operation. At Isoloader, when we design you a solution, we focus on your Total Cost of Ownership (TCO) - for us its about your whole operation working smoothly, safely and cost-effectively.

Many factors affect your TCO including the cost to build and maintain your pavements, how much land you need to achieve a given capacity, and 3rd party costs such as congestion costs for the trucks coming in and out, or the cost to keep a train waiting. You may need to simultaneously optimize different parts of your operation - for example optimizing the transport of containers in and out of your facility by truck at night independently of optimizing the movement of containers within your warehouse during the day.

Straddle Carriers and Rubber Tyred Gantries can offer significant cost benefits over forklifts and reach-stackers for handling loads. Frequently these benefits are obvious - a fuel consumption of 10 litres/hour for a straddle carrier compared to 18 litres/hour for a forklift. But in general the real benefits are only to be found when exploring all the many ways a machine can impact your operation's TCO.

At Isoloader, we don't just manufacture straddle carriers and rubber tyred gantries, we manufacture solutions. For over 30 years we have been helping people to overcome their challenges in handling containers and heavy loads by finding them innovative solutions with a TCO far below that of our competitors.

Call us and let's see if there is a solution that can save you some real money.

Total Cost of Ownership  
means just that - **Total Cost**

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**ISOLOADER**  
CONTAINER & HEAVY LOAD HANDLING SOLUTIONS

# MANAGING TOTAL COST

# Customized equipment for tailored solutions

Listen, collaborate,  
optimize

Equipment that  
does what you need it to do

This 3-high Transporter straddle carrier customized for a high volume warehouse operation is 2/3 the weight of the faster straddles found in a large port. Yet it meets the needs of the operator, it costs less to buy and to operate, and its pavement costs are a fraction of its competitors.



Whether you are a small coastal or river port operator, running container trains and require an intermodal terminal, a supermarket setting up a logistics centre to service your shops, or a producer wanting to rationalize your supply and delivery chains - Isoloader's mission is to get your containers or loads moving.

Our customers are our partners. There are four things we do with you:

1. **Listen:** we take the time to understand your overall operation, your needs, your problems and your constraints.
2. **Collaborate:** we work with you to develop a container or heavy load handling solution that optimizes your total operation.
3. **Optimize:** first we select from our comprehensive range of equipment and standard options. Then we customize and configure to your exact needs, to deliver the best solution with the lowest Total Cost of Ownership (TCO).
4. **Support:** we stay with you for the life of your project, to help and to maintain.

We understand the needs of small to mid-sized operations, that one size does not fit all, that your site may not be custom-built for container or heavy load handling. We understand how to build the right machine that correctly balances the factors affecting your Total Cost. Simple, elegant and proven designs that stick to the essentials, standardized components and the extensive use of 3D modeling - translates to customized machines that work.

We are proud of our customer's success. If we cannot provide the best solution for your project then we'll point you to a competitor who can. Check out what our customers say at [www.isoloder.com/testimonials](http://www.isoloder.com/testimonials), or call us - we can help.

## SERVICE AND INNOVATION

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