

Kelley Lift Provides Ideal Solution for Architectural Metal and Glass Distributor's Tight Loading Dock Constraints

Equipment Focus: KDL Series Hydraulic Lift

Specializing in manufacturing architectural metal and glass storefronts, wholesale distributor [Sell-Mar Enterprise, Inc.](#) (Sell-Mar) ensures that businesses and other commercial establishments make memorable first impressions on their customers.

However, a lot of activity takes place behind the scenes to ensure that occurs, starting with Sell-Mar's relatively new manufacturing operation in Mt. Vernon, N.Y. Previously located in the Bronx, Sell-Mar moved to its current facility in the spring of 2023, which was formerly used by a small food products manufacturer for canned goods distribution.

A better approach for personnel and contractors

A key component of Sell-Mar's daily operations is its shipping and receiving activities. Located in a confined space with tight constraints, the company's shipping and receiving area is at the end of a decline driveway with a 10-degree pitch just off a right-angle bend in an adjacent street.



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Impacts & Results



End User Focus:

Sell-Mar Enterprise, Inc.

Wholesale distributor specializing in manufacturing architectural metal and glass storefronts located in Mt. Vernon, N.Y.



Key Impact:

More Viable Solution

Hydraulic lift provides a more viable option for pick ups and deliveries due to tight constraints of the end user's loading dock area.



Financial Benefit:

Reduced Waiting Time

Personnel can move much faster throughout the day which reduces the amount of time contractors must wait when picking up orders.



Sell-Mar required a better approach for contractors to pick up finished products using vehicles with special equipment for transporting glass panels.

Even though the company's new 16,000-square-foot location — 10,000 of which is devoted to manufacturing — featured three loading dock bays, there was no effective way to raise deliveries (such as machinery and components), or lower finished glass products and fabricated doors a distance of 48 inches either direction. Sell-Mar also wanted the capability to easily raise and lower its 18,000-lb. forklift when needed.



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Hydraulic lift solution from Kelley

The solution for Sell-Mar was the installation of a four-sided pit-mounted [KDL Series Hydraulic Dock Lift](#) with a 20,000-lb.

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lift capacity manufactured by parent company [4Front Engineered Solutions](#). Vehicles with manufacturing supplies can offload their deliveries on special carts that are then wheeled down to the shipping and receiving area where they're pushed onto the Kelley lift.

According to Joe Duque, N.Y.C. Area Account Manager for [Alta Material Handling](#), he initially surveyed the lift site for Sell-Mar and met with the company's President Ramona Mejia to discuss what she was looking for. Joe Duque then worked closely on specifications and other installation details with Doug McLeod, Director, Lift Products for 4Front Engineered Solutions.

"Compared to other lift manufacturers that Sell-Mar was considering, Alta Material Handling was able to provide a much better lead time to meet the company's set move-in timeframe," pointed out Joe Duque, who also cautioned Sell-Mar to be wary concerning false lead time promises from other manufacturers when signing an order.

Lift activity all occurs day long

"We knew from the start that we needed a more viable option for loading and unloading due to the tight constraints of our new property," Mejia explained. "We couldn't fully function as the shipping and receiving area was not properly designed to get deliveries and shipments to and from ground level.

Mejia further mentioned that contractors arrive throughout the day, so the company's loading dock area experiences ongoing activity all day long.



"The Kelley lift has really made a big difference in helping us fill our needs and has worked out perfectly," said Mejia, who researched other lift dealers whose lead times were much longer than her company could wait.

Mejia added that she noticed from the beginning how smoothly the lift operated. Even though she had never used a hydraulic lift before, her 20 years of experience with other types of industrial machinery immediately conveyed to her that Sell-Mar's new Kelley lift was well-built, and very high quality.

"Our staff wasn't originally sold on the need for a lift, but they appreciate it now," Mejia shared. "I asked them 'Would you rather pick up 500 lbs. of glass instead of using the lift?', so they've since seen the light!"

Mejia concluded, "the Kelley lift has added tremendous value to daily work tasks, enabling staff to work much smarter, not harder. It also helps personnel move faster throughout the day and customers don't have to wait for long periods of time when picking up their finished product."

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- Ramona Mejia, President, Sell-Mar Enterprise, Inc.