

JCB

# Family roots and an ambition to **innovate**

*Joseph Cyril Bamford founded the company that bears his initials, JCB, in 1945 in the United Kingdom.*

*It combines a family character with a policy for innovation. At the helms until 1975, the founder of JCB then handed over to his son, Sir Anthony Bamford, the Group's current chairman and CEO. A sophisticated logistics organisation to manage spare parts completes the company's winning strategy.*

**W**hen it was founded just after the war, JCB proved itself on the agricultural market with a tipping farm trailer, the first of its kind. The company then branched out into the building sector by manufacturing excavators. Today, JCB is the world leader for this type of machines. The world HQ of JCB is in Rocester. The group has now 10 factories in the United Kingdom. JCB has considerably increased its worldwide presence in the

last few years with factories in Brazil, the United States, Germany, China and India. JCB manufactured 45,000 machines in 2005 and owns 9.6% of market share with eight of its main products. It is present in over 150 countries, employs over 6,300 people worldwide, and today manufactures over 250 different models.

#### **Integrated production**

JCB stands out due to its highly integrated manufacturing process. *"We make most of our components ourselves,* explained Thierry Fernandez, General Manager (Operations) at the JCB World Parts Centre. *This meets our*



*objective to have as much control as possible over the manufacturing process in the interests of quality".* Axles, gear boxes, cylinders and cabs leave JCB factories, and since 2005, engines too: *"This is definitely the most audacious challenge in the history of JCB, with 10,000 engines produced in 2005".*

#### **A strategy for innovation**

The other strength of JCB is its innovation. In particular, JCB has developed a tractor that moves at 80 km/hour, making for considerable time savings. For the construction industry, JCB has designed a range of small

compact loaders with one lateral arm, thus providing secure access to the driving seat. Lastly, since 1997, JCB has been selling a forklift truck with a revolutionary telescopic boom: the Teletruk (see below).

*“This strategy to innovate is largely backed up by the group’s family character, which corresponds perfectly to a long-term investment policy”,* said Thierry Fernandez.

tion operations ensue. Over 92% of parts ordered from EPC are delivered the same day, and a further 6% are delivered the following day, thanks to a shuttle that runs between the two stores each night.

Backed up by other trucks that take care of stock supply, this flow of goods uses in total more than 15 vehicles each week. The night shuttle is an efficient system whereby three drivers



**“JCB has two objectives: constantly increase its worldwide market share and offer the best customer service in the profession. Thanks to the logistics organisation in place for parts, the Norbert Dentressangle Group plays a major role in reaching this target”.**

Thierry Fernandez, General Manager (Operations), JCB.

The Teletruk is a variable capacity forklift with a telescopic boom that makes it possible to load or unload a truck from one side only.

The fact that there is no mast provides for optimum visibility and guarantees the user’s safety.

Highly efficient in small spaces, particularly for unloading pallets or going over an obstacle, the Teletruk is useful for the transport sector, sorting/recycling, and construction materials.

#### **6 p.m. in Uttoxeter...**

#### **8 a.m. in Sarcelles**

The French subsidiary of JCB opened in 1974, and since 1994 the JCB European Parts Centre (or EPC) has been on the same site, in Sarcelles, in the Paris region. Since the beginning, the Norbert Dentressangle Group has been taking care of cross-Channel transport.

Every evening at 6 p.m., a vehicle leaves the World Parts Centre in Uttoxeter, in Staffordshire, with urgent orders. Delivery is made the following morning between 7.30 a.m. and 8 a.m. to the EPC, where sorting and order prepara-

tion relay each other to cover the 800 km trip. *“In 12 years of partnership, Norbert Dentressangle has always respected our timed delivery expectations,* insisted Thierry Fernandez. *If I see the truck arrive at 8:05 in the morning, I know my watch is fast!”*

