

Linde's Forklift Truck Hire service provides a unique materials handling solution for UK's first permanent bar made from ice – ICEBAR London

"Our parent company in Sweden has a long standing relationship with Linde because of its reputation for product performance and customer service. So when it came to our requirements for a truck that could be supplied on short term loan to work in a low ceiling bar environment at sub zero temperatures, the hire of a Linde pallet stacker on was an obvious choice."

Matt Bourgoigne, General Manager, ICEBAR London



Linde's Fork Truck Hire service provides ICEBAR with a pallet stacker on hire every six months for between three and seven days, to assist with the bar's seasonal ice refresh and annual bar breakdown and re-build. The stacker makes light work of moving and lifting pallets and large blocks of ice.

ICEBAR is a franchise of the Ice Hotel chain in Sweden. Based in Mayfair, London, the ICEBAR is the UK's first permanent bar made of ice, sourced directly from the river Torne in northern Sweden. Permanently operating at minus five degrees centigrade, the bar attracts just under 200,000 visitors each year.

Diane Wild, Rental Controller at Linde South East explains:

“We first started working with the ICEBAR London in 2008. The bar is constructed of pure ice blocks, which need to be replaced every six months. Additionally, once a year, an expert design team from Sweden flies into London to supervise the ICEBAR's breakdown, re-design and rebuild. This procedure normally takes between three and seven days and requires a specialist material handling solution.”

Linde's L 10 pallet stacker of one tonne capacity offers the benefit of a triplex mast, a key factor for working in confined spaces with low level ceilings. Because the truck mast elevates in three stages, this delivers a maximum lift height before the truck itself gets taller – perfect for the ICEBAR's low ceilings. Being electric powered, the pallet stacker produces zero emissions, another key consideration for working within a food and drink environment. The compact size of the truck also makes it perfectly suited for manoeuvring in and out of tight spaces.

Linde's Forktruck Hire ensures access to the very latest equipment without the cost of ownership for maximum flexibility and value. While provision of a single point of contact, by way of a dedicated Linde account manager, ensures continuity of service for the company's individual material handling needs.

Linde Material Handling has been developing its Forklift Truck Hire service over the last 20 years. It operates the largest hire fleet in the UK with over 10,000 units available for periods of one week upwards, to meet seasonal peak periods or unscheduled requirements. The fleet covers the widest range of truck types including powered pallet trucks, order pickers, reach trucks, engine and electric counterbalance trucks supported by the Linde national network of 23 local dealerships offering an

easy one stop shop to meet any company's peak demands. One call on 0845 609 3333 will connect customers to Linde Forklift Truck Hire at the nearest local dedicated Linde national network service for a rapid response.

For more information on how Linde Material Handling can help with your fork truck hire requirements, call 0845 609 3333 or visit www.forktruckrentals.co.uk.