

Martignetti Companies



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Challenge

Outsourcing maintenance of Yale[®] lift trucks to non-certified service providers decreased productivity and was difficult to regulate.

Solution

Flexible maintenance programs using certified technicians from local Yale[®] dealer to maintain and service Yale lift truck fleet.

Impact

Reliable and expert service from the Yale technicians increased uptime and productivity.

Customer

Martignetti Companies is the leading distributor of wine and spirits in New England and the seventh largest distributor in the U.S. The family-owned business was established in Norwood, Mass., in 1933, right after the repeal of prohibition.

Today, Martignetti Companies has more than 1,200 employees committed to offering the highest quality service and building long-term partnerships with their customers and suppliers.

Challenge

Martignetti Companies was using non-certified maintenance providers to service their Yale[®] lift truck fleet. Outsourcing their periodic maintenance to non-Yale certified technicians increased downtime and was difficult to regulate.

“It was great to have an experienced Yale technician teach our in-house service guy the ropes. Their professionalism and great service are what keep us coming back for routine service check-ups. That relationship is the key to our loyalty with Yale and the dealer.”

– Ilias Potsis, Senior Vice President of Warehouse Operations





“We see our friends at Yale like expert coworkers that are always there for us when we need it. When dealers from other companies call, I’m always happy to turn them away because of our longstanding relationship with NITCO and Yale.”

– Ilias Potsis, Senior Vice President of Warehouse Operations

Solution

When the company was undergoing some other operational changes, Martignetti Companies started working with their local Yale dealer, NITCO, to service and maintain their lift trucks. The local Yale dealer was eager to work with the company to ensure they were receiving the best possible service in order

to continue meeting their bottom-line goals. In the beginning of their relationship, a Yale technician would come almost every day and work side-by-side with the Martignetti warehouse operations staff. The responsiveness and accessibility of the Yale dealer is an integral component in the relationship.

Impact

Martignetti’s customized maintenance and service from their Yale[®] dealer ensures their fleet stays optimized for productivity. The Yale team’s careful planning and execution is based on their understanding of Martignetti’s individual business needs and key performance indicators.

