



## Internal product information



**Valid for VETTER Forks Inc. in the USA and Canada**

**Slogan: The intelligent SensorForks!**

**[www.smartforks.com](http://www.smartforks.com)**

**Expected launch date: 28.03.2022**

**Product specialist / Technical assistance / Product training:**

**Patrick Schneider / Tobias Weyl**

## PRODUCT DESCRIPTION

The following SmartFork options are available for the US market:

### Product versions

	SmartFork® FrontCam	SmartFork® SideCam	SmartFork® Laser
<b>Function</b>	Integrated camera in the fork tip for the best view ahead the load	Semi-integrated camera in the lateral fork blade for the best view of the load	Integrated laser projection onto the central block of the load carrier to pick up loads safely
<b>Applications</b>	Unobstructed forward view		Storing of goods
<b>Signal output</b>	SmartFork® monitor	SmartFork® monitor	-
<b>Signal transmission</b>	Wired	Wired	-
<b>Power supply</b>	Battery or wired with interface on the fork head	Battery or wired with interface on the fork head	Wired via electrical system /Energy supply
<b>Possible combinations</b>	SmartFork® Laser	SmartFork® Laser	SmartFork® FrontCam SmartFork® SideCam

### All versions also possible for:

- Every Fork suspension: ITA, PT, Bolt-On (USP against competitors)
- CROC
- Beluga

### Product Restrictions

- Minimum tip thickness 1"

**Operating temperature range: -4°F (-20°C) to +122°F (+50°C)**

**Standard delivery time:** Delivery time for SmartForks + Transport to US

## PLACEMENT

### Target customers:

- **Dealers**
  - Sales Manager
  - Product Manager
  - After Market Service
- **End customers**
  - Logistic manager
  - Safety Manager
  - Operation Manager
  - Fleet Manager

### Geographical target:

- DACH: complete product range SmartForks
- Europe: complete product range Smart Forks
- USA: limited to SmartFork FrontCam, SideCam and Laser (data transmission through mast cable)

### Markets:

- All markets with movement of goods
- Retail
- Logistics

### Applications:

- Transport of sensitive goods
- Transports in small spaces
- Transports in areas with people surrounding
- Transports of goods lifting into higher altitudes

## UNIQUE SELLING POINTS

- Added Value
  - Improve visibility even with loaded cargo
  - Higher level of safety for staff and goods
  - Reduce costs through less damages to goods and packages
  - Better ergonomics full visibility without uncomfortable rotation of the head and the upper body
  - Save time through safe navigation when transporting goods and faster workflows
- Product properties
  - Cable routing integrated into the fork
  - Significantly stronger and more durable solution compared to alternative systems
  - Minimum tip thickness only 1"
  - Customized options without restrictions (all suspensions and type of forks)
- Service
  - Customized and individual advice
  - The right SmartFork option for every application
  - Manufacturer's warranty
  - First movers in the development of Forks with integrated cameras and sensor systems



## COMPETITORS ON THE MARKET

- **CASCADE** (<https://www.cascorp.com/americas/en/sensorforks>)
  - Company part of the Toyota Group, market leader in North America. Headquarters in Portland, Oregon.
  - Cascade produces sensor forks under the product family forks+
  - Not so aggressive in the market since this is a new product.
  - There are two product versions competing with our SmartForks:
    - **Sensor Forks**
      - Embedded camera and a sensor package: distance sensor, vertical object detection, fork position targeting
    - **Camera Forks**
      - Embedded camera
    - Both systems with WiFi transmission
    - Standard versions for:
      - class 2
        - 1.6" x 4.8" x 42.1"/48"
        - 1.8" x 4.8" x 42.1"/48"/60"
      - class 3
        - 2" x 4.8" x 42.1"/48"/60"/72"
        - 2" x 5.9" x 42.1"/48"/60"/72"
    - Options: low profile version, wired version for the sensor forks, custom fork lengths upon request, drop shank fork.
  
- **Bolzoni** (<https://us.bolzonigroup.com/categoria.php?f=12>)
  - Company part of Hyster-Yale Corp. Headquarters in Piacenza Italy. In USA production in Illinois and Alabama.
  - The product family Easy.FORK Vision Systems compete directly with our SmartForks
  - Relative new in the market so we don't see this product as a hard competition
  - The first impression shows a similarity to the first generation of VETTER SmartForks (copied old Versions)
  - There are three options of Easy-FORK
    - Easy-FORK Side Camera
      - System that includes: HD Monitor, WiFi Connection, Battery and the side Cam. Also available with cable
      - The side camera s mounted on the inner side of the right forks with a 52° angle
    - Easy-FORK Tip Camera
      - System includes: HD Camera with LED Lights in the tip (old VETER Version), WiFi or wired connection, 52°horizontal viewing angle
    - Easy-FORK Front Camera and Line Laser
      - The camera and the laser are mounted in the mast (different solution as our current SmartFork options).
      - Center vision in front of the forklift
      - Restricted vision by using with full load
      - Green laser, HD monitor, Camera with 120° horizontal viewing angle, WiFi or wired transmission.
  
- **Please search for your regional direct competitor and find your market focused strategy to react accordingly**


**PRICE CONDITIONS**

- PL Net USA: The following table shows an overview of the prices for standard SmartFork kits including: one SmartFork (with camera or laser) + one standard quality fork + monitor and needed components (for SF Cam):

		Cross section	Load center	Mounting	Fork tip	Blade length	Part Number	Price (dealers)	
SmartFork® FrontCam	1.5 x 4.75"	5,500 lbs at 24"	ITA Class 2	1"	42"	IMP1204010702AFCA01	\$4.398,00		
					48"	IMP1204012202AFCA01	\$4.470,00		
	2 x 4.75"	9,250 lbs at 24"	ITA Class 3		42"	IMP1205010703AFCA01	\$4.599,00		
					48"	IMP1205012203AFCA01	\$4.689,00		
SmartFork® SideCam	1.5 x 4.75"	5,500 lbs at 24"	ITA Class 2	0.5"	42"	IMP1204010702ASCA01	\$3.274,50		
					48"	IMP1204012202ASCA01	\$3.347,50		
	2 x 4.75"	9,250 lbs at 24"	ITA Class 3		42"	IMP1205010703ASCA01	\$3.479,00		
					48"	IMP1205012203ASCA01	\$3.567,50		
SmartFork® Laser	Laser red	1.5 x 4.75"	5,500 lbs at 24"	ITA Class 2	1"	42"	IMP1204010702ALAR01	\$2.790,00	
						48"	IMP1204012202ALAR01	\$3.227,00	
		2 x 4.75"	9,250 lbs at 24"			ITA Class 3	42"	IMP1205010703ALAR01	\$2.995,00
							48"	IMP1205012203ALAR01	\$3.083,50
	Laser green	1.5 x 4.75"	5,500 lbs at 24"	ITA Class 2		42"	IMP1204010702ALAG01	\$2.902,00	
						48"	IMP1204012202ALAG01	\$3.338,00	
		2 x 4.75"	9,250 lbs at 24"	ITA Class 3		42"	IMP1205010703ALAG01	\$3,105,00	
						48"	IMP1205012203ALAG01	\$3.580,50	

Accessories	Mast cable Kit		\$1.995,00
	Tee-connector		\$69,90
Additional	Additional 6" for 1.5x4.75"	48" base price + 6" for longer blades	\$75,00
	Additional 6" for 2x4.75"	48" base price + 6" for longer blades	\$90,00

## PROMOTION

- **Internal communication:**  
Product launch on 28.03. at MODEX Atlanta
- **Product and sales training in Chambersburg on April 4<sup>th</sup> 2022 → Tobias Weyl / Oliver Lotz**
- **Offline marketing activities:**  
Print advertisements, press articles, brochures, technical documents, price lists  
Product Demonstration at MODEX
  - Promotional voucher: 7% Discount for the purchase of Smart Forks after a demonstration at the MODEX
- **Online marketing activities.**  
Microsite, newsletter, social media posts und ads, e-mail signature, webinars for customers
  - LinkedIn Campaign
    - SmartFork general → first impression /reach attention
    - SmartFork video → gain views, link to our homepage
    - SmartFork applications → White Paper to generate new contacts