

SUCCESS STORY

LINCOLN'S COUNTRY STORE WARREN IN MAINE, USA



The compact Orwak 3115 baler brings a number of advantages to Lincoln's Country Store. A neater store area, more time spent on core business and additional parking spaces are some of the benefits from the investment.

LINCOLN'S COUNTRY STORE, LOCATED IN WARREN, MAINE, specializes in a wide variety of groceries, including fresh meats, poultry, seafood, and bakery items. In addition, they run a full-service deli and deli take-out, including soups, sandwiches, pizza, and fried chicken, for example. The store also operates as a full-service gas station.

More Than 6,000 Customers per Week

Mark Lincoln, along with his wife Peggy, has owned and operated this store for 17 years. There are twenty-eight employees, who help to serve the 6,000+ customers, who shop there each week. A marketing study of the business revealed that this 5,200 sq. ft. country store does more business per square foot than some larger regional supermarkets do!

"Managing all the cardboard waste was a challenge. Staff had to take the time to break-down all the boxes before depositing them into the two 10 cubic yard cardboard dumpsters located in the store parking lot."

Mark Lincoln, Store Owner of Lincoln's Country Store.

Pick-ups occurred once per week, and sometimes cardboard would accumulate inside until the dumpsters were emptied. In addition, the store was paying \$200 per month for the dumpsters.

Easy to Install Anywhere

Mr Lincoln managed to purchase the compact Orwak 3115 baler through AGNE (Associated Grocers of New England), the largest retailer-owned, wholesale grocery distribution center in New England.

The baler is just 6' 7" (1990 mm) high, takes up less than 8 sq. feet of floor space, and operates on standard single-phase power. In addition, the unit is very quiet. For all those reasons, the 3115 is easy to install anywhere and Mr Lincoln placed it just inside the receiving door, where there was more than enough space for the baler.

No Need to Break Down the Boxes Anymore Thanks to the Baler

All employees over age 18 are now trained to use the baler. It is a simple process and there is no need to break down the boxes anymore. Just keep adding empty boxes and cycling the baler until a full bale is created! A dolly is provided with the baler and helps the staff eject and transport the bale easily. Currently, the staff is creating 6 – 8 bales per week (8 – 10 during the busy season). Each full 3115 cardboard bale can weigh up to 130 lbs (60 kg).



Mr Lincoln is thrilled with his Orwak 3115 baler, for a number of reasons:

- The store is so much neater; no more boxes constantly needing to be broken down before disposal.
- The staff can focus more time on serving customers and restocking shelves, etc.
- Both ten cubic yard cardboard dumpsters have been eliminated:
 - + saving the store \$200 per month.
 - + adding 3 much-needed parking spaces (which can result in 12 – 15 additional customers during rush hours).
 - + making it much easier to plow the parking lots during winter storms.



Mark Lincoln, sums up his experiences with the Orwak 3115 baler:

"This is a great size baler for a store our size. It completely eliminates two 10-yard cardboard dumpsters from our already small yard and allows for 3 extra parking spaces. The height of the baler is perfect for our 8-foot ceilings. I can highly recommend this baler, and Orwak customer service has been great."

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