

**CAM** FORKLIFT  
TRUCKS LTD



## Charles Day (Steels) Ltd – Electrifying Efficiency with CAM Fork Lift Trucks



Based in Sheffield and established in 1976, Charles Day has grown into one of the UK's largest and most diverse specialist profile cutting companies.

Renowned for servicing a broad range of industrial sectors with a focus on quality, reliability, and innovation, Charles Day proudly represents the strength of local manufacturing as a member of the Made in Sheffield group, a globally recognised mark of excellence for the region's manufacturing heritage.

### Get In Touch

☎ 0114 243 3332

✉ [sales@camforklifts.co.uk](mailto:sales@camforklifts.co.uk)

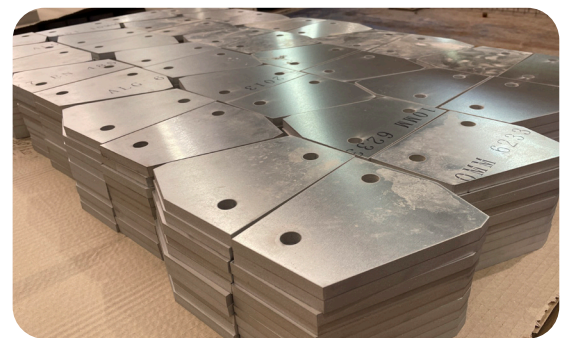
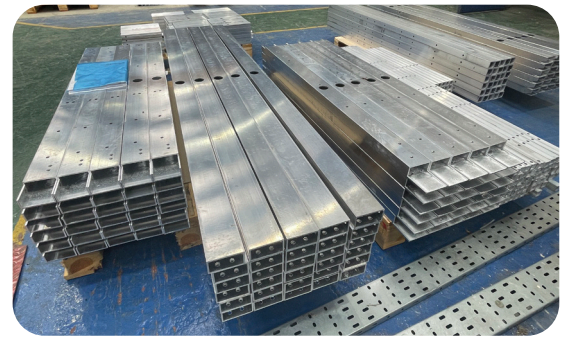
🌐 [www.camforklifts.co.uk](http://www.camforklifts.co.uk)

📍 97 Clay Street  
Sheffield  
South Yorkshire  
S9 2PF

**Operating a multi-shift, 7-day-a-week schedule, the business demands reliable, high-performance equipment to support its busy material handling operations.**

The partnership between Charles Day and CAM Fork Lift Trucks spans more than a decade. Over the years, we have developed a trusted working relationship built on our transparent, solutions-driven approach and our ability to consistently deliver a high standard of responsive local service and ongoing support.

Charles Day has always been a forward-thinking business, particularly in terms of sustainability. When the time came to explore a cleaner, more efficient alternative to their existing Diesel-powered fleet, CAM, with our solutions-driven approach, was a natural choice for Charles Day.



## The Challenge:

Charles Day's operations require reliable forklift trucks capable of handling extended loads at an 800mm load centre, operating across the full site—including trailer loading and unloading—and supporting general factory and yard transport.

The business had previously relied on three TCM diesel counterbalance trucks, but during discussions around fleet renewal, they expressed interest in exploring a more sustainable, economical, and future-ready alternative. Through CAM's consultative approach, we worked closely with the team to understand their specific operational challenges

and introduced electric-powered solutions that could meet their heavy-duty requirements without compromise.

While there were some initial concerns around battery life and whether a single charge could support their demanding shifts, Charles Day remained open to the possibilities. Drawing on our in-depth product knowledge and real-world experience, CAM was able to demonstrate how modern electric solutions could not only meet but exceed the performance of their previous diesel fleet.



## The Solution:

### A High-Performance Electric Fleet

After a successful demonstration of our TCM FHB50 the latest in 5-tonne electric counterbalance technology – Charles Day reaffirmed their long standing relationship with CAM by moving forward with a tailored electric fleet designed to meet their demanding application. Each truck has been equipped with extended forks and sideshift as standard, ensuring full compatibility with the specialist load dimensions handled at Charles Day.

### The Battery Strategy:

CAM also partnered with Hoppecke Industrial Batteries to implement a rapid-charge power solution using their Trak-Air Battery & Charger package. Specifically designed for demanding, multi-shift environments, Trak-Air enables safe and efficient opportunity charging – allowing operators to recharge during short breaks or shift changes without impacting battery lifespan.

This removes the need for full charge cycles or time-consuming battery swaps, significantly reducing downtime and ensuring consistent truck availability throughout the day. The result is a more productive operation, simplified battery management, and a lower total cost of ownership (TCO).

Their brand-new, state-of-the-art forklift fleet includes:

1

2x

TCM FHB25F2 Electric Counterbalance Forklifts with Half Cabins

2

1x

TCM FHB50E1 Electric Counterbalance Forklift with Half Cabin

3

1x

TCM FHB35F2 Electric Counterbalance Forklift

“

*“It’s been a pleasure working with Charles Day Steels to find the right material handling solution for their business. This new electric fleet marks another step forward in our strong partnership, and we’re proud of the solutions-driven approach from the entire CAM team and our material handling partners.”*

**Sam Raisbeck**

Operations Manager at CAM Fork Lift Trucks

“

*“The move to electric has been incredibly smooth, working with CAM. Not only has it strengthened our green credentials for our customers and their supply chains, but the forklifts have contributed to a cleaner and more pleasant working environment for our staff, all whilst ensuring greater operational efficiency on the shop floor.”*

**James Day**

Business Operations Director at Charles Day Steels

## In Summary:



### Increased productivity

Increased productivity through better manoeuvrability and reliable power.



### Improved safety

Improved safety with advanced driver ergonomics and 360° steering



### Greater storage

Greater storage efficiency through more compact and capable machines



### Enhanced sustainability

Enhanced sustainability by replacing Diesel Trucks with low-emission Electric alternatives



### Cost efficiency

Cost efficiency due to reduced fuel and maintenance needs

