

Virtual Sack Trucks are Innovative Manufacturing Tool

Submitted by: mkLINK Ltd

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Leading UK trolley and truck manufacturers Handle-iT Ltd have introduced a unique visual 'Design Your Own Sack Truck (http://handle-it.com/sack_truck_designer/index.html)' tool to their website that allows anybody to create their own ideal custom sack truck with just a few clicks.

Visitors to the web page http://handle-it.com/sack_truck_designer/index.html can experiment on screen with different back, toe, handle and wheel combinations to create the sack truck that most closely fits their needs.

The whole thing can be rotated on screen through 360 degrees and there are a possible 200 different design combinations with more planned for the future. Slide out mouse-over notes and tab menus make the tool very easy to use.

The online tool was designed with the dual aims of enabling customers to buy sack truck (<http://www.handle-it.com>) that is perfectly suited to its intended work and to enable those customers to easily communicate their sack truck requirements to Handle-It Ltd by using the visual mock-up created by the online tool.

"I've seen other websites which allow you to select the various parts of a sack truck but not using a single visual mock-up that you can swap and change completely with just a few clicks. It's a real breakthrough for our customers and us – it's easy to use, customers can choose exactly what they want, and we can clearly understand exactly how to build it for them" says Handle-iT Ltd's Managing Director Daniel Farrar.

Even though customers get a custom sack truck the price is surprisingly reasonable. As Daniel points out "we manufacture many different types of sack trucks and trolleys anyway so we already have all of the parts. The 'Design Your Own Sack Truck' tool is simply a way to make sure that customers get a sack truck that is going to be of most use to them. We don't use it as an excuse to charge more money".

Handle-iT Ltd have over 20 years experience in product handling and Health and Safety and manufacture a wide range of trolleys, trucks, sack trucks (<http://www.handle-it.com>), warehouse steps, work tables and pallet movers. As well as the 'Design Your Own Sack Truck' page the website also has 6 pages of different types of sack truck to choose from.

For more information call Daniel Farrar at Handle-iT Ltd on 01803 814522 or visit http://www.handle-it.com/sack_truck_designer/index.html and <http://www.handle-it.com/sacktrucks1.html>