



# Adaptalift Group & Northline

Driving Safety, Service, and Smart Technology Across a National Fleet

Transport and Logistics

**Northline is a leading Australian-based global transport and third-party logistics (3PL) provider. With materials handling equipment fleet in the second cycle of usage, Northline required a fleet renewal, rolling out new material handling equipment across its sites nationwide.**

To continue supporting its nationwide network of metro and regional depots, Northline needed:

- A fleet renewal program covering everything from automated pallet jacks to 16-tonne counterbalance forklifts.
- Cutting-edge safety and smart technology to improve operator performance and meet stringent compliance goals.
- A responsive service model to minimise downtime in a high-pressure logistics environment.

After decades with its incumbent supplier, Northline sought a partner who could deliver more than machines, a partner capable of offering collaboration, innovation, and agility. According to Vince Tassone, Head of Business Development, Adaptalift Group.

Adaptalift Group stepped forward with a long-term nationwide fleet renewal program, backed by service responsiveness and deep logistics expertise.

## Key Components of the Solution:

### Fleet Renewal at Scale

- Materials handling solutions including pallet jacks, forklifts (up to 16 tonnes), container straddles, and specialised equipment rolled out across Australia.
- 85% of the fleet delivered by September 2025, with final assets arriving shortly after.

### Safety & Smart Technology Integration

- Fleet-wide installation of Speedshield telemetry systems for detailed usage insights: operator logins, idle time, impacts, and load weights.
- Advanced safety features, including automated fork positioners, built-in weight scales, and mandatory pre-start and post-start checklists backed by reporting.

### Responsive Service Model

- Weekly review meetings to ensure continuous collaboration and proactive problem-solving.
- Immediate deployment of Adapталift's expansive rental fleet to cover shipping delays, preventing costly downtime.

Additional equipment supply, including scissor lifts, cleaning machines, and discussions around

truck rentals, broadening the relationship.

By aligning safety priorities, service responsiveness, and forward-thinking technology, Adapталift delivered a partnership that goes far beyond equipment supply.

### Measurable Impact:

- 85% of fleet delivered by September 2025 with zero major disruptions.
- Operational uptime was maintained during rollout, thanks to rental fleet coverage.
- Weekly collaboration meetings strengthened trust and reduced unnecessary costs (e.g., removing excess assets).

### Service as the Differentiator

Northline quickly experienced the difference in Adapталift's service-first approach:

- Rapid resolution of teething issues with new forklift models through direct collaboration with OEM Hyster.
- Responsive support during supply chain delays, including the provision of additional forklifts at no extra cost.

The partnership represents more than a supplier agreement. Both businesses, privately owned and Australian-based, share strong values and a long-term outlook.



## Fleet Delivery Progress

Around 85% of Northline's national fleet was delivered by September 2025, with the remainder following soon after.

## Zero Operational Disruptions

The entire fleet rollout was completed with no major operational disruptions to Northline's business.

## Telemetry Safety Systems

Reduced operational risk through consistent equipment specification and trusted fleet performance.

## Weekly Review Meetings

Weekly meetings supported ongoing optimisation and issue resolution.

**“Adapталift came with ideas, solutions, and a collaborative approach with technology smarts that would help us make better decisions.”**

*Brett Curtis, Chief Operations Officer, Northline*