



Adaptalift Group & M3 Logistics

M3 Logistics Drives a National Electric
Fleet Transformation with Adaptalift Group

Transport & Logistics (3PL)

As M3 Logistics continued to expand its national logistics operations, the business recognised it was time to modernise its materials handling fleet. Its existing fleet consisted primarily of LPG forklifts that had reached the point where replacement alone was no longer enough. The business wanted a long-term partner capable of helping it transition towards a safer, more sustainable and more flexible operation.

Key Objectives

- Transitioning from LPG to electric materials handling equipment.
- Improving operator safety and comfort.
- Selecting equipment based on operational performance rather than assumptions.
- Supporting fluctuating warehouse demand with greater fleet flexibility.
- Delivering a nationally consistent fleet backed by responsive service and support.

The Solution

Rather than simply supplying forklifts, Adaptalift worked alongside M3 Logistics through an extensive consultative process that spanned more than 18 months.

Beginning in April 2024, Adaptalift partnered closely with M3 Logistics to understand its operational requirements, facilitate equipment demonstrations, conduct battery technology trials and support a detailed, evidence-based evaluation process.

Adaptalift continued to remain engaged, repeating equipment trials and provide technical support to ensure all stakeholders had confidence in the proposed solution.

A Data-Driven Equipment Selection

Working collaboratively with M3 Logistics, Adaptalift helped facilitate extensive operational testing across multiple warehouse locations.

Rather than selecting equipment based solely on specifications, M3 Logistics evaluated:

- Equipment performance
- Battery technology
- Operator feedback
- Commercial viability
- Functional suitability

Lead-acid and lithium-ion battery technologies were trialled before lithium-ion was selected as the preferred solution due to its fast-charging capability, reduced maintenance requirements and ability to maximise uptime during fluctuating workloads.

Putting Operators First

Recognising that operator acceptance would be critical to a successful rollout, Adaptalift conducted side-by-side equipment trials with experienced forklift operators in Sydney and Melbourne.

Operators assessed everything from ergonomics and visibility through to seating comfort, controls and ease of operation.

Following extensive testing, the Hyster J2.5UT electric forklift was unanimously selected for its familiar driving characteristics and comfort, providing operators with the confidence to transition from LPG to electric without compromising performance.

A Tailored Fleet Solution

The final solution included:

- Hyster lithium-ion electric counterbalance forklifts
- Hyster reach trucks
- Bolzoni white goods clamps
- Fleet management technology
- Red and blue pedestrian safety lighting
- Automatic park brake functionality
- Operator training
- Fully maintained rental support
- Adaptalift Connect for online fleet and service management

As M3 Logistics' operational requirements evolved during implementation, Adaptalift also reconfigured several units by removing clamp attachments and converting them into standard forklifts, ensuring the fleet continued to match the customer's changing freight profile.



The Outcome

Today, M3 Logistics operates a modern electric materials handling fleet that supports warehouse operations across its national network.

The new fleet has delivered improvements across multiple areas of the business, including:

Improved Safety

- The fleet incorporates multiple safety technologies, including:
- Fleet management with pre-start inspections
- Operator access control
- Red zone safety lights
- Blue pedestrian warning lights
- Automatic park brakes

Together, these features help improve operator awareness while supporting safer warehouse operations.

Greater Operational Flexibility

Lithium-ion technology allows operators to opportunity charge throughout the day, reducing downtime and providing greater flexibility during peak operational periods.

Adaptalift's willingness to modify equipment configurations throughout the rollout also ensured the fleet continued to align with changing warehouse requirements.



Stronger Operator Acceptance

By involving operators throughout the selection process, M3 Logistics achieved strong engagement and confidence during the transition to electric equipment. The result was an electric fleet that delivered the familiarity operators expected while introducing the benefits of newer technology.

A Long-Term Strategic Partnership

The project has evolved beyond a fleet replacement into an ongoing strategic partnership.

Adaptalift continues to support M3 Logistics through fully maintained rental agreements, proactive servicing, breakdown support and digital fleet management via Adaptalift Connect.



"It is the service and the offer. Adaptalift provides multiple options, has been at the forefront of new technologies and has always been responsive to our needs."

Saby Bhattacharya, Managing Director, M3 Logistics