

Tire Logistics Optimization at a Global Manufacturer

About Gorbel®

Gorbel® has over 40 years of experience providing material handling solutions that help companies improve their safety, ergonomics, and productivity.

Providing a comprehensive line of overhead lifting and ergonomic positioning equipment, Gorbel® uses a consultative approach to match solutions with industry needs. Regional distributors bring expertise to the local level while Gorbel® products are used internationally in industries ranging from heavy manufacturing to aerospace. Products include enclosed track workstation and jib cranes, monorails, G-Force® Intelligent Lifting Devices, GS Electric Chain Hoists, and Cleveland Tramrail® patented track cranes. Additionally, Tether Track™ provides fully engineered fall arrest for those working at heights.

For warehouses and distribution centers, Destuff-it™ portable ergonomic conveyors provide a safe and efficient solution for handling floor-stacked packages in shipping containers or related vessels. The Gorbel® Warehouse Solutions line also includes rugged cascading belt conveyors that can withstand even the toughest order-fulfillment environments.



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***“We Improve
People’s Lives”***

The Gorbel® Mission

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The Challenge: Safety risks of 'laced' tire walls

For a tire manufacturer, efficient distribution is critical. However, at a key European hub, the physical demands of manually handling tires had become a liability. The technical challenge lay in the "laced" stacking method, a technique where tires are interlocked to maximize density in high-cube trailers. While efficient for shipping, this creates a dense, unstable "wall" of rubber often reaching 8 feet in height. To unload these trailers, workers climbed the tire face to over-reach and physically tug interlaced tires free. Conversely, loading required lifting and throwing tires to rebuild this stack. The sheer intensity of exertion, combined with the awkward twisting and stretching required to reach the upper zones of the trailer, presented an unacceptable health and safety risk.

The Solution: Restuff-it™ bi-directional machine

After evaluating various material handling options, the facility implemented the Restuff-it™ Portable Ergonomic Conveyor System. Unlike standard telescopic conveyors, the Restuff-it™ is purpose-built for floor-loaded product. The deciding factor was its integrated, height-adjustable operator platform and bi-directional capability, allowing a single machine to handle both inbound (unloading) and outbound (loading) flows.

The Result: Safety, morale, and throughput

The impact was immediate. Replacing the "climb and tug" method with an ergonomic, platform-based process minimized back and muscle strain. Eliminating overhead lifting and climbing reduced the risk of acute injury. The facility also reported an increase in throughput, as the consistent mechanical pace of the conveyor outperformed the stop-and-start nature of manual labor. Employee morale improved as the physical toll of the shift decreased, turning a grueling task into a manageable operation.

Learn more: <https://www.gorbel.com/solutions-center/warehouse-solutions/tire-manufacturer-restuff-it-unloading-and-loading-with-a-restuff-it-bi-directional-machine>

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