



CUSTOMER RESULTS



“We started working with Crown 10 years ago and we’re currently using their double-deep reach trucks in all of our warehouses.

“Besides their excellent quality, one advantage that I’m very pleased about is the aftersales service.

“When we have a service requirement it’s always well addressed, it’s well taken care of.

“Our drivers are happy with the reach trucks, there’s no issues, we’ve tried a few other brands and they prefer Crown.

“We have a plan to expand, and for the second phase we have confirmed that we are going to take another 12 Crown units, because we are happy with what we’ve got now.”

Encik Akhbar Muhamad
Warehouse and
Shipping Manager

Real customers,
real stories,
REAL RESULTS.

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your local Crown branch
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HARTALEGA

Growing Crown Fleet Gives Hartalega the Upper Hand

APPLICATION

Hartalega, the first and largest worldwide producer of nitrile gloves, runs its central manufacturing facility in Sepang, Malaysia. The facility produces and supplies billions of protective gloves every year for healthcare, industrial and scientific use. The company manages a busy onsite warehousing and distribution facility which is expanding to keep up with projected growth.

CHALLENGE

Hartalega requires reliable material handling equipment to manage stock at its manufacturing facility to help in the first step of distributing its products around the world. Its products are sold under some of the leading brand names in healthcare, which require timely distribution to match the quality of the product.

SOLUTION

Hartalega began working with Crown Equipment in 2007, and has Crown at the centre of its warehousing operations with the use of RD 5700 Series reach trucks. The RD Series, a narrow-aisle reach truck, has helped Hartalega boost its storage capability thanks to its double-deep capable pantograph mechanism that allows access to pallets positioned in the rack two deep. The two companies have formed a strong relationship thanks to Crown’s ability to provide the required uptime for the busy operation and tailor equipment to Hartalega’s requirements.

RESULT

- The relationship has flourished between both companies because of Crown’s ability to meet its material handling needs with reliable, functional and comfortable equipment and responsive aftersales support.
- Positive operator feedback has been a factor in the company choosing Crown lift trucks over competitors’ models.
- Crown Equipment’s overall approach has helped the brand become a part of Hartalega’s expansion plans.

**INCREASED
UPTIME
CUSTOMISED
SOLUTION**