



CUSTOMER RESULTS



“The performance of the C-5 puts us in a position to keep on schedule with our shipping. When we are scheduling truck pickups on demand, downtime could cost us a customer. Crown, the C-5 Series and the service are very important to us to retain our customer base.”

Ed Burtch,
Owner / Operator
Burtch Seed Company
Celina, Ohio

Real customers,
real stories,
REAL RESULTS.

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Burtch Seed Company

Increase Performance and Uptime while Ensuring Customer Satisfaction with the Crown C-5 Series

APPLICATION

Burtch Seed Company is a progressive seed production facility located in Celina, Ohio. Established in 1979, this family-owned company processes soybeans and sells a complete line of seeds throughout Ohio, Indiana and Michigan.

CHALLENGE

With multiple product lines, five warehouses and five docks, Burtch Seed relies on forklifts to be readily available to move and lift totes of seeds and soybeans weighing up to 2500 pounds. The agricultural company needed a reliable forklift to lift hefty loads into high positions and to increase safety and uptime in their gritty environment.

SOLUTION

By partnering with Crown Equipment, Burtch Seed purchased two C-5 Series forklifts. Through Crown's Intrinsic Stability System® and the robust and durable design of the C-5 Series, operators can confidently and safely move and lift 4000-6500 pounds of product. The C-5 features an On-Demand Cooling (ODC) system with precise cooling and radiator cleaning to increase truck performance, extend power train life and maximize uptime. The truck's robust industrial transaxle and 2.4 liter engine feature tougher, more durable components and offer long-term value by extending service intervals and increasing the truck's power train lifespan to 20,000 hours.

RESULT

- **Improved customer satisfaction** by increasing performance, reducing downtime and retaining on-time shipping schedules.
- **Increased uptime and productivity** to maximize return on investment with a reliable forklift that meets customer demands.
- **Retained hard-earned customers** by meeting loading and shipping commitments.

**INCREASE
PERFORMANCE
AND UPTIME**