



CUSTOMER RESULTS



“We chose Crown because it meets our service requirements. We get fantastic service and we’ve got a great working relationship with our sales executive.

“We reached out to Crown when we had to set up our new Derrimut site two weeks prior to Christmas.

“Getting the equipment was one of the things we thought we were going to struggle with but it was one of the first things we had up and running.

“At least 90 per cent of the casual labour that we bring in is familiar with Crown equipment.

“This makes it easier and more efficient for us because we’re not spending as much time on inductions and training.”

**Peter Hogan,
National Operations
Manager**

Real customers,
real stories,
REAL RESULTS.

To learn more and contact
your local Crown branch
visit [crownforklifts.com.au/
customer-results](http://crownforklifts.com.au/customer-results)

CONCEPT LOGISTICS

Crown Reliability with the Bonus of Speedy Rental Service

APPLICATION

Concept Logistics is a 3PL which manages the logistics supply chain for some of Australia’s major retailers and brands. The company runs three shifts and a number of full-time and casual staff, depending on seasonal demands, at its warehousing and distribution centres around Australia.

CHALLENGE

Concept Logistics requires comfortable, reliable, easy to use material handling equipment for receiving, storing and despatching goods. It also needs a flexible arrangement with its supplier to get the right equipment at the right time, to suit levels of customer demand.

SOLUTION

Concept Logistics runs Crown’s full range of rider reach trucks, C-5 and Pro-5 counterbalance lift trucks, SP Series stock pickers and RC and PR Series pallet rider trucks – a vast model range used to handle all inbound, storage and despatch duties at Concept Logistics’ Victorian and Western Australian sites.

For flexibility during peak times, the company rents equipment from Crown to match employee numbers for year-round efficiency. Renting equipment also allows Concept Logistics to enjoy the benefits of Crown rental express service, which was conceived for customers who need equipment in a hurry – equipment is delivered on the same day if the order is placed before 11am.

RESULT

- Concept Logistics runs a wide range of Crown equipment to handle all inbound, storage and despatch duties.
- Crown Rental Express is providing fast turn-around on equipment to help Concept Logistics with business expansion.
- Approximately 90 per cent of Concept Logistics’ casual staff is familiar with Crown products when they are hired, allowing them to measurably reduce the time spent on inductions.

90%
OF NEW
OPERATORS
HAVE USED
CROWN