



CUSTOMER RESULTS



“Using Crown lift trucks has added more than 50 per cent to our capacity, so it creates a lot of savings in material handling.

“Of course, the equipment is very reliable and also our staff is very happy with the Crown trucks because they have safety factors built-in to the design such as good visibility.

“We’ve also invested in Crown equipment in the next country where we’re setting up operations, which is Indonesia.

“Crown is definitely the brand I would promote for high density, high-reach storage.”

Tenh Swee Kheng,
Assistant Logistic and
Warehouse Manager

Real customers,
real stories,
REAL RESULTS.

To learn more and contact
your local Crown branch
visit crown.com

GUAN CHONG BHD

Crown Equipment Helps Guan Chong Boost Capacity by 50 Per Cent

APPLICATION

Guan Chong Bhd, which produces cocoa-derived food ingredients including cocoa mass, cocoa butter, cocoa cake and cocoa powder, runs a busy material handling operation exporting its products to Europe, the Middle East, China, Japan and other Asian countries from its facility in Pasir Gudang, Johor, Malaysia.

CHALLENGE

The management of Guan Chong’s 10,000 pallet spaces – which are in use 12 hours per day with 200 daily dispatches seven days a week – is carried out by a large number of contracted staff. The company requires a flexible material handling equipment solution that can maximise the benefit of the company’s contractors, while providing uptime, reliability, comfort and safety 12 hours per day.

SOLUTION

Guan Chong has been using a full material handling solution from Crown for over 10 years. The company’s fleet includes Crown RMD and RD Series reach trucks, PE Series rider pallet trucks and CG Series LPG counterbalance forklifts.

Guan Chong rents its equipment from Crown to best match staff numbers in busy periods.

RESULT

- The use of Crown material handling equipment, which includes highly-efficient Crown pantograph-equipped double-deep reach trucks, has resulted in capacity increases of over 50 per cent across Guan Chong’s operations.
- Guan Chong staff appreciate the uptime and clear visibility of Crown material handling equipment.
- Guan Chong is expanding its operations on new frontiers and has continued to place Crown at the centre of its material handling operations.

**INCREASE
CAPACITY
50%**