



CUSTOMER RESULTS



“We now have a full fleet of Crown vehicles and they’re operating very well.

“Manoeuvrability, reliability and a lack of downtime is what we were looking for and we’ve achieved all those things.

“We’ve also been able to design the racking layout with narrow aisles because of the tight turning circle of the Crown, so overall we’ve maximised the storage space.

“Comparing this to our other building we’ve probably got a 30 to 35 per cent capacity increase and we were only able to do that by having the Crown forklifts on site.

“Crown were with us right from the start, on opening day when the vehicle first rolled in and we’ve been happy with Crown ever since.”

Dennis Ogden
General Manager

Real customers,
real stories,
REAL RESULTS.

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your local Crown branch
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National Mailing and Marketing

Crown Helps ACT Mailing House Boost Storage Capacity by up to 35 Per Cent

APPLICATION

National Mailing and Marketing is an award-winning company which has been providing customised distribution solutions to government and private sector clients in the Australian Capital Territory, New South Wales and beyond for over 30 years. It also has clients based in Sydney, Brisbane, Melbourne and as far afield as London.

CHALLENGE

National Mailing and Marketing currently manages over 5,000 pallets and 10,000 product lines for its 50 clients, to whom it provides digital print on demand, mail fulfilment, distribution and third-party logistics services. It requires a cost-effective, reliable material handling equipment fleet capable of keeping up with the company’s growth and added storage capacity.

SOLUTION

National Mailing and Marketing began using Crown material handling equipment when its growing operations outpaced the capabilities of its old lift truck fleet.

The company is running a Crown CG Series counterbalance forklift for loading and unloading duties and three Crown RR Series reach trucks to fully capitalise on the height of its recently built storage facility. It has also taken on Crown Wave® Work Assist Vehicles, which are improving stock-picking efficiency and safety over the step ladders previously used.

RESULT

- The boost in reliability and the way Crown equipment fulfils National Mailing and Marketing’s material handling needs has led to a strong relationship between the companies
- The reliability of Crown lift trucks has been a major factor in operating cost savings that National Mailing and Marketing has realised since working with the brand
- Crown has helped National Mailing and Marketing maximise the storage space available at its new warehouse
- Crown sales staff have been instrumental in providing new, affordable material handling solutions to help improve other areas of the business

UP TO
35%
CAPACITY
INCREASE