



CUSTOMER RESULTS



“Crown supplies us with equipment that is always up-to-date and featuring the latest technology.

“A practical example is the rack assist with camera fitted to the RR.

“The smooth, quiet function of Crown equipment is also welcome in this regard.

“The units run well and any minor issues are always dealt with quickly by Crown.”

Gus Strangis,
Operations Manager

Real customers,
real stories,
REAL RESULTS.

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your local Crown branch
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Superior Supplements

Crown Technology and Service Help Support Growth, Workplace Health and Safety

APPLICATION

Superior Supplements supplies some of the top brands in sports supplements from around the world to gymnasiums and sports stores Australia-wide. They manage over 10,000 kilograms of stock per week at its state of the art warehouse in Derrimut, Victoria.

CHALLENGE

Superior Supplements has transformed from a one-person, home garage-based operation to a company using professional warehousing equipment and techniques to manage its stock. It requires reliable material handling equipment with strong OHS qualities to help provide customer service that lives up to the company's name.

SOLUTION

Superior Supplements began working with Crown Equipment over 10 years ago while the company was growing to meet the demands of its customers.

It now uses a Crown SC Series sit-down counterbalance electric forklift for managing containers, a recently purchased RR 5700 Series reach truck for stock replenishment and Crown hand pallet trucks for moving pallets short distances. Both the RR and SC Series feature Crown-built AC drive motors for performance and longevity, clear-view masts for visibility and e-GEN™ braking systems for efficiency and reduced maintenance.

RESULT

- The combination of service and reliable equipment is helping Superior Supplements meet the company's objective of delivering reliable, fast turn-around service.
- The useful technology inherent in Crown equipment helps the company achieve OH&S objectives as well as efficiency and reduced maintenance.
- Crown has supported Superior Supplements for over 10 years to help manage steady company growth.

**USEFUL
TECHNOLOGY
WORKFORCE
FRIENDLY**