



CUSTOMER RESULTS



“Because we need to service growers and markets on a daily basis, we need absolute reliability from our forklifts.

“We make use of Crown forklifts for growing and processing of avocados; every one of our farms has Crown forklifts on it.

“Every one of our operators can jump from one truck to the next and not have any issue at all about what controls this or that and I regard that as absolutely paramount in terms of safety.

“I’ve been using Crown forklifts for probably 20 years. We still have those two Crowns that we bought in our first year and they’re still running like brand new.

“The service back-up is just fantastic, you never have to wait for anything.”

Chris Nelson
Owner

Real customers,
real stories,
REAL RESULTS.

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Coastal Avocados

Crown Equipment Provides Reliability for Avocado Giant

APPLICATION

One of Australia’s largest avocado producers, Coastal Avocados, grows and markets large quantities of produce for customers including major national grocery chains and all terminal markets throughout Australia from its headquarters in Scotts Head, New South Wales.

CHALLENGE

Coastal Avocados plants approximately 200,000 trays of avocados per year and markets around 600,000 trays of avocados to customers including Coles, Woolworths and all terminal markets throughout Australia. In addition to its own produce, Coastal Avocados packs produce from the Northern Rivers and as far south as the Hawksbury Plateau.

All stock is distributed throughout Australia from its central pack shed at Stewarts Point, where it is cooled to six degrees, graded, wrapped and palletised. The company requires reliable equipment to ensure deliveries are made on time. Additionally, the equipment must be safe and easy to use for a range of operators.

SOLUTION

The company began using Crown CD Series diesel forklifts around 1997. Since then it has developed a fleet of 15 Crown lift trucks that it runs throughout its sites. Coastal Avocados’ fleet consists of CD Series forklifts for growing and processing produce, SC Series electric counterbalance forklifts for use in cool rooms and WP Series power pallet trucks.

RESULT

- Crown Equipment has allowed Coastal Avocados to reliably deliver around 800,000 trays of avocados per year
- Consistency in design means staff can work across different types of Crown material handling equipment, resulting in a safer and more efficient workplace
- The combination of reliable, well-loved products and strong back-up service has resulted in a relationship which has lasted over 20 years

**ON THE JOB
TWENTY
YEARS
AND RUNNING
LIKE NEW**