



## CUSTOMER RESULTS



“We’ve trialled a number of different forklifts and at the end of the day I’d say the majority of the drivers would pick the Crown reach trucks.

Switching over to the Crown lift trucks we’ve found some great efficiencies ... they operate around 25 per cent more efficiently while still maintaining a safe operating speed.”

**Stephen Speakman**  
General Manager

Real Customers,  
Real Stories,  
**REAL RESULTS.**

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## General Carrying

### Space to Grow with Efficient Crown Lift Trucks

#### APPLICATION

Established in 1995, General Carrying is a family-owned 3PL business. Initially operating as a freight company running between Sydney and Perth, the company has built a good reputation by creating value for its customers. Additionally, it now operates in Melbourne, Brisbane and Adelaide offering services including warehouse and logistics management, transport and distribution.

#### CHALLENGE

Experiencing rapid growth, General Carrying needed to face up to the challenge of increasing its warehouse volume and make its existing space as efficient as possible.

Struggling with the performance and reliability of its existing forklift fleet, the company needed to upgrade its equipment. When assessing what to buy, it needed to find the right balance between maximising warehouse volume, providing flexibility and minimising lead times to be able to offer its customers good value.

#### SOLUTION

General Carrying switched over to Crown for its reach trucks. It now runs a fleet of Crown’s RMD Series and is enjoying efficiency benefits along with high levels of operator satisfaction.

The RMD Series reach trucks, thanks to their deep-reach function, have also allowed the company to increase its storage capacity with the use of double-deep racking without the requiring lift trucks with a wider wheelbase.

The company’s RMD Series fleet is also equipped with the Crown Vision System, which incorporates a laser fork guide and camera system for easier operation and load handling efficiency at any height.

#### RESULT

- **Crown RMD Series reach trucks** have provided a 25 per cent efficiency boost over its old reach trucks while retaining safety as the number-one priority
- **Improved racking and RMD Series reach trucks** have substantially boosted General Carrying’s storage capacity
- **Trialling various different reach trucks** helped General Carrying conclude that its drivers prefer using Crown reach trucks

**25 PER CENT  
MORE  
EFFICIENT  
WITH CROWN  
RMD SERIES**