



CUSTOMER RESULTS



“Crown provided a tailored ‘Rent to Own’ proposal, which reduced our capital pressure of the new facility establishment.”

Chase Chen
President & CEO
Shanghai Hengfu Logistics

Real customers,
real stories,
REAL RESULTS.

To learn more and contact
your local Crown Dealer
visit crown.com/results.

Shanghai Hengfu Logistics

Rent to Own Lift Truck Solution Reduces Investment Requirements

APPLICATION

Shanghai Hengfu Logistics is a joint venture by Chinese, United States and Japanese companies, founded in 2008. It is a third-party logistics and supply chain service provider specialized in cold chain. Hengfu’s major business covers chained supermarkets, restaurants, caterings and food processors. It is headquartered in Jiading, Shanghai, equipped with a 20,000m² distribution center.

CHALLENGE

In the third-party logistics sector, there are large batches of goods to be transferred in a timely and effective way, which places a high requirement on lift trucks. Meanwhile, lift trucks should highly match rack design to achieve maximum efficiency. Hengfu’s new distribution center has a great demand for lift trucks, which means a huge purchasing costs.

SOLUTION

Crown had been involved in the design stage of a new distribution center when Hengfu decided to build double deep racks to maximize the capacity of the warehouse. Crown’s reliable RMD series, providing a reach height of over 10 meters in narrow aisles, matches the customer’s demand in excellent fashion. Moreover, considering the capital pressure of the new facility establishment, Crown provided Hengfu with a tailored “Rent to Own” proposal. During the rental period, all maintenance and wearable parts repairs and replacements are covered by Crown. The “Rent to Own” program also allows Hengfu to purchase the lift trucks upon the end of the rental period.

RESULT

- According to the warehouse workflows, Crown designs solutions coupled with lift trucks, saving time and labor for customer
- Crown’s professional rental solution reduces huge capital pressure on equipment purchasing, saving nearly 80% investments for customer in the early stage
- During the rental period, all the maintenance and wearable parts repairs and replacements are covered by Crown’s integrity service

SAVING NEARLY
80%
EARLY-STAGE
INVESTMENTS