



CUSTOMER RESULTS



“The Crown SC Series three-wheel electric counterbalance truck delivers exceptional manoeuvrability where space is at a premium and is thus ideally suited to the role of a multi-purpose workhorse throughout the site. It is equally at home unloading pallets or, in tight spaces, moving seasonal items within the drive-in racking area. During the initial trials, all our test drivers really took to the Crown SC Series. Its ergonomic fingertip controls minimise hand movements while its excellent visibility, comfort and ease of operation have all been applauded by our operators.”

Gaspar Valls
Logistics Manager
Colorbaby Distribution Centre
Ibi, Alicante
Spain

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real stories,
REAL RESULTS.

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Colorbaby

Improved Productivity and Reliability from Multi-Faceted Crown Forklift Fleet

APPLICATION

Founded in 1985, family-owned Colorbaby distributes toys, outdoor leisure products and homeware items from its strategically located warehouse facility based in Ibi, Alicante, Spain. Colorbaby customers and resellers throughout Spain benefit from a highly efficient ordering system directly linked to stocks of over 8,000 products housed in 60,000 pallet locations.

CHALLENGE

Colorbaby was running a mixed material handling fleet from multiple suppliers, but problems with product quality, reliability and service support led the company to seek improvements within the handling operation. Experience with Crown products and service capabilities over the previous five years resulted in the decision to appoint Crown, with its comprehensive range of equipment, as single-source supplier.

SOLUTION

The Crown fleet at Colorbaby includes ESR Series reach trucks, SP Series high-level order pickers, GPC Series low-level order pickers, SC Series three-wheel electric counterbalance trucks and WT Series platform pallet trucks. All lift trucks are supported by a dedicated Crown engineer who visits the site each morning to ensure that the fleet is maintained in peak condition and downtime is minimised.

Key to the efficient operation of the fleet, the Crown WT Series platform pallet truck, with its robust construction, reinforced chassis and protection for key components has proved ideal for loading/unloading and dock work. Advanced FlexRide™ suspension reduces shocks to the operator platform by up to 80 per cent, resulting in higher productivity and reduced operator fatigue.

The adaptability of the Crown ESR Series reach truck – particularly in the drive-in racking which extends to heights of over 9 metres – has improved both safety and productivity. Hydraulic double-deep extending fork attachments and a full camera system give operators a clear and safe view of the load.

Most orders are for multiple products, ably supported by Crown’s GPC Series order pickers, some fitted with the 950 mm platform-lift option to facilitate second-level picking tasks – providing access to more than 2,000 additional picking locations.

RESULT

- Improved efficiency in all areas of operation
- Faster fulfilment of customer orders
- Extra storage locations made available during seasonal peaks
- Comfortable ride for lower stress levels
- Fleet uptime greatly increased

**IMPROVED
PRODUCTIVITY**

**GREATER
DRIVER
COMFORT**