CUSTOMER
RESULTS

"We are currently outpacing 30% growth rate every single year. We would not be able to keep up without Crown."

Flaviu Fasie
CEO
Houston Powder Coaters
Houston, Texas

Real customers, real stories, REAL RESULTS.

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

Houston Powder Coaters

C-5 Series Cooling System Helps Reduce Cost and Increase Uptime

APPLICATION

Houston Powder Coaters, the largest custom coating applicator in South Texas, is known for powder coating a diverse range of products nationwide and internationally. The business handles complex projects across multiple sectors, including architecture, industrial applications and products ranging from lightweight components to heavy-duty structures like large pipes and skids. The powder coating process occurs in a hot and harsh environment which requires materials to be coated and cured in large ovens operating at up to 450 degrees.

CHALLENGE

In a powder coating environment, powder paint residue is often present in the air itself, where it can be drawn into the forklift radiator. A build-up of residue can lead to overheating and unexpected downtime. At a minimum, forklift operation must stop until the radiator cools. Eventually, though, the accumulated powder paint residue can prevent operation.

Before implementing Crown's C-5 Series into its daily operations, Houston Powder Coaters spent thousands of dollars annually replacing the radiators of its IC forklifts, not including the cost of lost productivity. With the nearly continuous 24/7 use of forklifts and the high volume of products handled daily, there was an urgent need for material handling equipment capable of maintaining peak performance without experiencing overheating or cooling system failure.

SOLUTION

After a detailed evaluation of its operational needs, Houston Powder Coaters replaced its forklift fleet with the Crown C-5 Series. It features a dual radiator cooling system that provides separate cooling for the engine and transmission, reducing fluid temperatures to help protect and extend powertrain lift. Its On-Demand Cooling system enhances cooling by clearing debris from the radiator, helping to avoid the build-up of powder paint residue that can result in unexpected downtime, frequent repairs and increased maintenance costs.

RESULTS

- Eliminated radiator replacement, improving uptime and productivity
- Reduced maintenance and repair costs, saving thousands of dollars annually
- Achieved higher throughput to support the company's nearly continuous operation

SAVED THOUSANDS ANNUALLY BY ELIMINATING RADIATOR REPLACEMENT