



CUSTOMER RESULTS



“We’ve got the whole works; we’ve got pallet trucks, forklifts, reach trucks and order pickers.

“At our warehouses, we run up to 10 to 12 hours per shift, so we run up to 24 hours per day, seven days a week.

“We find when using Crown equipment we get good uptime, which is really important to a business like MYDIN.

“Also, the ergonomics and the way the machines operate makes the operators feel comfortable.

“Our Crown equipment is fitted with InfoLink and cameras, and that helps us a lot in getting our picking done more efficiently. We have increased efficiency by about 10 per cent”

Reza Murad Ali,
Supply Chain Manager
MYDIN
Kuala Lumpur,
Malaysia

Real customers,
real stories,
REAL RESULTS.

To learn more and contact
your local Crown branch
visit crown.com

MYDIN

Crown Equipment and Service Supports Booming Retail Business

APPLICATION

MYDIN Mohamed Holdings Bhd. (MYDIN) is the largest Malaysian-owned wholesale and retail company. The company supports its retail activities – which includes hypermarkets, emporiums, 24-hour convenience stores, mini markets and malls – with a busy warehouse and logistics operation in Kuala Lumpur.

CHALLENGE

MYDIN requires exceptional performance from its supply chain to meet customer demand for products sold at its retail outlets. Its operations run 24-hours per day, seven days a week, to supply 100,000 stockkeeping units to more than 300 MYDIN outlets across Malaysia. The company’s material handling equipment partner needs to be reliable and be able to provide high quality equipment and service support.

SOLUTION

MYDIN partnered with Crown Equipment over 10 years ago to implement a tailored rental warehouse forklift solution that has delivered flexibility, reliability and operational improvement. It is currently running a fleet of more than 80 Crown lift and reach trucks at its Kuala Lumpur distribution centre.

The company is operating a number of Crown RM Series high reach forklifts, which offer the visibility and speed required by MYDIN. The company is also using SP Series stockpickers, which provide the safety required when operators are working at height. Recent additions to the MYDIN fleet include Crown SC Series counterbalance forklifts, and WP and WT Series pallet movers for dock work.

RESULT

- Crown’s combination of reliable equipment and service is helping MYDIN meet its objective of operating a fast and efficient supply chain, which ensures stock is managed effectively across its 300 outlets
- The operator-friendly technology used on Crown equipment, including InfoLink® fleet management provides real benefits in meeting the high workplace health and safety standards, as well as increasing productivity and efficiency
- Crown has worked with MYDIN for over 10 years and continues to help deliver productivity improvements

**CROWN
TECHNOLOGY
BOOSTS
EFFICIENCY
10 PER CENT**