



## CUSTOMER RESULTS



“Our load sizes are all over the place... Being able to adjust the forks on the fly and not have to get off the unit has been huge. Our productivity in manufacturing changed by 75 percent, which is one of the big reasons why our second unit was bought right away.”

**Lee Morey**  
Operations Manager  
Urban Evolutions, Inc.  
Appleton, Wisconsin

Real customers,  
real stories,  
**REAL RESULTS.**

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## Urban Evolutions, Inc.

### When Motion Means Progress, Crown’s C-5 Maximizes Uptime and Boosts Productivity

#### APPLICATION

A passion for creating something new from vintage materials propels Urban Evolutions, Inc. to supply reclaimed building materials, fixtures and a line of furnishings and accessories for homes and businesses throughout the United States and internationally. The company scours the country to rescue building materials, including flooring, timbers and siding for home restorations and new construction as well as custom fixtures and design solutions for high-end retail and commercial locations. The company takes pride in its slogan: Made in America. Again.

#### CHALLENGE

Urban Evolutions, Inc. is a relatively small operation that has grown exponentially in recent years. With its growth has come greater demand to move reclaimed materials into its outdoor storage yard and finished products out to meet customer deadlines. Unloading truckloads of timbers, reclaimed fencing or barn siding and moving heavy, often awkward loads quickly and efficiently is paramount. With a fleet of aging lift trucks, often requiring expensive and untimely repairs, avoiding downtime and delays is a daily challenge – often compounded by the weather at their Wisconsin, USA headquarters.

#### SOLUTION

Urban Evolutions looked to the Crown C-5 Series fitted with the hard cab and fork positioner options to reinforce its growing demand for dependable indoor and outdoor material handling. Their trucks have lived up to the C-5’s reputation – and then some – to the point where other brands have been relegated to little or no duties. The Crown trucks have required nothing but routine maintenance and are in constant motion – moving heavy loads to storage, into the production shop or into a truck for delivery. Even six inches of fresh snow doesn’t slow the progress as the Crown C-5 trucks have reduced the need for overtime and increased overall productivity.

#### RESULT

- The Crown C-5 Series has helped Urban Evolutions to **increase overall productivity by 75 percent**
- The C-5 Series hard cab option enables the company’s operators to **work outdoors comfortably and productively** throughout all four seasons
- Since the Crown C-5 Series arrived, the company has **reduced overtime, lowered repair costs** and enabled operators to **focus on the job**, instead of the equipment.

**INCREASE  
PRODUCTIVITY  
BY  
75%**