

Crown Equipment Helps Crown Packaging Increase Productivity with Real-Time Fleet Utilization Data

NEW BREMEN, Ohio (March 2, 2017) – Crown Packaging, a privately held company specializing in contract packaging for the automotive industry, needed to track lift truck operations on a daily or even hourly basis. The company turned to Crown Equipment, one of the world's largest material handling companies, for a solution that provides real-time information on every truck in Crown Packaging's fleet.

When Brian Cox, corporate controller, Crown Packaging, was asked to evaluate the company's use of its lift trucks, he discovered the existing information did not reflect how and when lift trucks in the fleet were being used or what operational needs were not being met. Instead, operational decisions were built around the misconception that every lift truck was not only needed, but was fully utilized. According to Cox, the [Crown RC 5500 Series](#) stand-up counterbalance forklifts, outfitted with [Crown's wireless InfoLink® operator and fleet management system](#), now provide Crown Packaging with a better, more accurate understanding of its fleet activity, allowing management to identify process improvements to minimize operator distractions that could result in fleet downtime.

“We couldn't live without the Crown RC 5500 Series,” said Cox. “To take advantage of every inch we can, the forklift's maneuverability is vital. And now, with Crown's InfoLink system, I can actually see what operators and trucks do at any time from anywhere.”

Crown Packaging operates three shifts, six days a week, and the company is committed to packaging and shipping products within 48 hours of receipt. Spread across facilities in Ohio and Tennessee, the company might process 300 orders a day and regularly takes in, sorts, packages and ships approximately 4 million automotive parts each month. With this robust and fast-paced operation, Crown Packaging relies on its efficiency, speed and quality control.

“Crown’s InfoLink system helped us say how much time we’re spending on or off the lift trucks, how many lift trucks are in use at the same time, do we need this many lift trucks or do we need more because they’re always in use,” Cox said. “It provided data that I can’t measure with a timecard.”

For more details of how Crown Packaging and Crown work together, visit the [customer result](#) on [crown.com](#).

About Crown Equipment Corporation

[Crown](#) is one of the world’s largest material handling companies with a reputation for award-winning product design, advanced engineering and technology, and superior after-sale service. Crown’s business philosophy utilizes vertically integrated processes to design, manufacture and distribute forward-thinking, innovative solutions that improve customers’ productivity and operating efficiency. Crown produces a broad range of [forklifts](#) as well as automation and fleet management technologies.

The company’s global headquarters is located in New Bremen, Ohio, USA, with regional headquarters in Australia, China, Germany and Singapore. Its employees number more than 13,000 worldwide. Crown operates a service and distribution network that exceeds 500 retail locations in over 80 countries. To learn more about Crown’s ideas for helping customers advance

the productivity of their operations, visit crown.com.