

Design award hat-trick for reach truck



Goscor's Crown reach truck at work

CROWN'S ESR 5000 Series of reach trucks, distributed in southern Africa by Goscor Lift Truck Company (GLTC), recently won a third international prize in recognition of the product's exceptional design.

The Good Design Award is an acknowledgement of the ergonomics and advanced engineering which significantly enhance the functionality, performance and operator comfort of the model range.

After successfully taking the iF Gold Award and IDEA Gold Award, Crown's ESR 5000 reach truck series has now received the Good Design Award in the "Transportation 2010" category. The award recognises innovative products that represent an elegant combination of form and function.

The popularity of the reach trucks is due to a combination of design with operator comfort and practical features. When developing a new lift-truck, Crown's first priority is to ensure that every feature is tailored to the specific needs of operators and the logistical workflow. The reach trucks were developed in Europe and manufactured at the company's Roding plant in Bavaria, Germany.