

Crown TSP 6000 wins highest design award

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For its excellent and particularly innovative design Crown's TSP 6000 turret order picker, distributed in South Africa by Goscor Lift Truck Company (GLTC), has received the red dot award: best of the best.

This is the highest distinction of the red dot award, one of the largest and most important international design prizes. It is awarded by a jury of experts only to top class products that are pioneering in their field. From the record number of 2,548 submitted products, the Crown TSP 6000 was the only lift truck to receive the 'red dot: best of the best' for outstanding and innovative design.

GLTC MD Darryl Shafto says that he is delighted with the award as it vindicates his long-time cry that there is nothing to beat Crown in terms of its industrial design, robustness and effectiveness.

"This product is simply the best in its field and we are genuinely proud to sell them," says Shafto

The international jury of renowned design experts examine and test the products and assess them according to criteria such as degree of innovation, functionality, ergonomics, durability, ecological compatibility and clarity of function. Since 1955, the Essen Design Zentrum Nordrhein Westfalen in Germany has annually selected outstanding design quality and paid official tribute to the award-winning products in an exhibition.

In the UK the TSP 6000 carried off the prestigious 'Innovation' Award at the 'FLTA Awards 007', impressing voters with its superb performance in very narrow aisles, its revolutionary platform and seat and its latest mast technology.

The TSP 6000 will be exhibited in the red dot design museum in Essen / Germany, the largest exhibition of contemporary design worldwide, for a complete year. It is already been on display since March 15th (to August 2007) in the iF design forum pavillon in Hannover.

This is the fifth time the TSP 6000 has received an award for its innovative industrial design. Recently it has received the coveted iF product design award for 2007. At the Industrial Design Excellence Awards 2006, held in the USA by the "Industrial Designers Society of America" and "Business Week" magazine, it was awarded the "Silver IDEA" and won the "GOOD DESIGN™" award from the Chicago Athenaeum: Museum of Architecture and Design.

A key characteristic of the Crown TSP 6000 is its versatility. The compact three point design offers a tight turning radius making it possible to combine order picking, transporting and staging operations in one truck. The result is a VNA fork lift that sets a new benchmark for maximum cube utilisation and material handling productivity.

One unique aspect of the truck is its innovative seat design. The MoveControl™ seat can be vertically adjusted and rotated 110° to one of four positions. This provides outstanding visibility and unhindered access to goods thereby ensuring efficient order-picking as well as comfortable operator entry and exit. The multi-task controls positioned in the armrests allow blending of multiple load handling tasks simultaneously, which saves the operator valuable positioning time and increases productivity.

Goscor lift truck company is the sole distributor of Crown and Daewoo forklifts in the Southern African region.

Issued on behalf of:

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