

# Another award for Goscor's Crown

Crown, one of the world's largest material handling companies, recently announced its Crown

ES 4000 pedestrian / ET 4000 rider stacker series earned a GOOD DESIGN Award from The Chicago Athenaeum: Museum of Architecture and Design and the European Centre for Architecture Art Design and Urban Studies. Internationally renowned design institutions and associations have recognised Crown forklifts with more than 80 awards since 1965. This recognition marks the 13th GOOD DESIGN Award for Crown Equipment.

Crown warehouse and logistics equipment is distributed in Southern Africa by Imperial's Goscor Lift Truck Company.

The GOOD DESIGN jury honoured the Crown ES 4000 / ET 4000 stackers in the industrial category for high-quality design that reflects Crown's understanding of the complex needs of forklift operators in daily work, as well as the company's ability to provide solutions to improve the forklift-operator relationship. Designed with operator ergonomics and ease of use in mind, the Crown ES 4000/ET 4000 Series offers enhanced handling and control features with increased visibility and manoeuvrability.

The overall visibility of the Crown ES 4000 / ET 4000 stacker is impressive, and the narrow chassis is perfect for block-stacking in narrow aisles. Overall, the Crown ET 4000 stacker is particularly suitable for continuously changing tasks without forcing any compromises.

Jim Kraimer, Director of Industrial Design at Crown Europe said: "An integral part of our approach to design is understanding the forklift and operator relationship. This latest design award marks our continued investment in helping to ensure that our equipment makes forklift operators as comfortable and safe as possible, which ultimately leads to improved productivity and efficiency."

Since 1950, the GOOD DESIGN Awards have been presented to the world's most prominent designers and manufacturers for advancing visionary and innovative product concepts that marry form with function. In this year's competition, more than 700 new products and graphic designs were selected from more than 38 countries. Entries for design and innovation, sustainability, creativity, branding, ecologically responsible design, human factors, materials, technology, graphic arts, packaging and universal design are submitted annually by various industrial design and graphic design firms.



**Right: Goscor's Crown recently received its 13th International GOOD DESIGN Award for the ES 4000 / ET 4000 stacker series.**