

## **Doosan Forklift**

Doosan Forklift Training Prince Albert - Doosan Infracore Company Ltd. is an international and intercontinental corporation that consists of Defense Industry Products, Industrial Vehicles, Diesel Engines, Automation Systems, Machine Tools and Construction Equipment.

Their United States affiliate, Doosan Infracore America Corporation, based in Suwanee, Georgia houses a 170,000 square foot manufacturing facility, home to a Compact Equipment and Construction division. Cleveland, Ohio houses the Lift Truck division, and West Caldwell, New Jersey has a Machine Tool division. The U.S. headquarters in Georgia facilitates a first rate parts operation capable of supplying an excess of 25,000 line items to support Lift Truck, Compact Equipment, Machine Tool and Construction customer requirements.

There are well over 220 Doosan service and product sales locations operating in Canada and the United States. In addition, there are more than 90 independent sellers moving lift truck supplies and materials handling equipment. This system permits Doosan Infracore America to aggressively compete in this competitive market. The lift truck product line impressively comprises of 63 distinctive machines consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion forklifts. Capacities of these numerous vehicle designs range from 3,000 to 33,000 lbs. All vehicles are designed in an ISO 9001 certified facility.

Doosan Infracore America is the fastest expanding forklift company in the North American marketplace, due to their consistency in maintaining a high level of customer service excellence and optimum product performance to all Doosan Infracore Lift Truck users. The U.S. lift Truck division located in Cleveland has a expert team knowledgeable in Product Sales, Purchasing, Marketing, Logistical and Technical Support.

### **Doosan's forklift history**

Initially the home-based lift truck marketplace in Korea was an open import enterprise. Korea Machinery Co. Ltd. began in 1960, to import fully assembled forklifts as part of a domestic equipment expansion project. Sales of these goods were originally targeted to state-run firms, large scale corporations, and the armed forces. This ultimately led to a merger with Daewoo Heavy Industries Ltd. In 1976, the Forklift Division commenced trade operations throughout Korea to service and sell this heavy equipment. By 1978, a forklift manufacturing plant was successfully completed. Continuous technical instruction grew to become the new focus for improving quality and product development.

### **Growth of Forklift Exports**

Home-based forklift trade for Daewoo started in 1967 and grew to an astonishing 90% market share in Korea. By the 1980's, Daewoo's advanced technological improvements combined with sales success placed them in a position of substantial growth of their lift truck operations.

In 1981, Caterpillar Industrial Inc. of the United States, proposed a cooperative enterprise project to respond to competitive pressures in the US materials handling market. This project greatly expanded Daewoo's lift truck sales. Construction was completed in 1984 to facilitate a new plant which helped launch the company for the manufacture of high end added-value goods suitable for export. In 1993, the company had a global sales system and started exporting versions they had established through in-house technology, as an independent brand. Certifications were then acquired from CE of Europe, UL of the United States and ISO 14001 and ISO 9001, securing expansion opportunities into international marketplaces.