

Crown QuickPick® Remote wins German Design Award 2015

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The German Design Council recently awarded Crown Equipment, one of the world's largest material handling companies, its German Design Award 2015 in the "Industry, Materials and Health Care" category – in honor of the company's semi-automated QuickPick® Remote order-picking system.

In doing so, the Council acknowledged the well-designed concept behind the technology that combines a Crown low-level order picker with a remote-control glove. The awards ceremony will take place in Frankfurt am Main in February 2015.

The Design Council jury explained the reasons for its decision as follows: "QuickPick® Remote is the world's first semi-automated order picker of its kind and an impressive design achievement. The lift truck itself sets a high ergonomic benchmark, but can also – and this is the truly innovative aspect – be maneuvered from a distance using the unique remote-control glove, with laser sensors on the truck ensuring safe operation. This greatly reduces the distances drivers must walk while carrying loads, and improves productivity by up to 25 percent. A modern, dynamic-looking design reflects the visionary nature of this patented technology in every detail. An exceptionally high standard!"

Jim Krammer, Crown's Director of Design, said, "We are honored to be recognized for this prestigious achievement. This is one of those unique innovations that truly simplifies the order picking process and creates a 'win-win' for both management and hard-working drivers."

This latest award by the German Design Council once again validates this innovative technology's tangible benefits and genuine added value. The seamless interaction of operator with lift truck opens up new opportunities for reducing costs and increasing productivity without in any way compromising operator safety.

The international panel of specialists who judge the German Design Award competition is made up of 30 design experts from business, academia and the design industry. The panel selected the best entries out of more than 2,250 high-caliber submissions from all over the world, bestowing awards that acknowledged outstanding national and international achievements in ten different categories of product and communication design respectively. The Design Council was set up as a foundation in 1953 with the support of the German Federal Parliament. It is an independent institution that operates internationally, assisting companies to communicate their design skills effectively while at the same time seeking to improve the

general public's understanding and appreciation of design.

QuickPick® Remote has also earned the IFOY Award (International Forklift Truck of the Year) and the iF Design Award, both bestowed in 2014. Since 1965, Crown lift truck products have received more than 80 awards from internationally renowned design institutions and associations.

Source: ORCA Affairs GmbH; Crown Gabelstapler GmbH & Co. KG