

Doosan Forklift

Doosan Infracore Company Ltd. is an intercontinental organization consisting of Diesel Engines, Defense Industry goods, Industrial Vehicles, Construction Equipment and Machine Tools and Automation Systems.

Their United States affiliate, Doosan Infracore America Corporation, operating 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 consumer desires.

There are well over 220 Doosan service and product sales locations operating in Canada and the United States. What's more, there are more than 90 independent sellers moving lift truck materials and materials handling equipment. This system helps Doosan Infracore America to aggressively compete in this competitive marketplace. The lift truck product line impressively features 63 distinctive products consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion lift trucks. Capacities of these various truck versions vary from 3,000 to 33,000 lbs. All trucks are built in an ISO 9001 certified facility.

Doosan Infracore America is the fastest growing forklift and lift truck corporation in the North American marketplace, thanks to its excellent level of product performance and their persistently high level of customer support and service given to all Doosan Infracore Lift Truck users. The U.S. forklift division located in Cleveland has a professional team knowledgeable in Sales, Purchasing, Advertising, Logistical and Technical Support.

Doosan's forklift history

At first the domestic lift truck marketplace in Korea was an open import enterprise. Korea Machinery Co. Ltd. begun in 1960, to import fully assembled lift trucks as part of a domestic machinery expansion venture. Product sales of these goods were primarily targeted to state-run firms, large scale organizations, and the armed forces. This eventually led to a unification with Daewoo Heavy Industries Ltd. In 1976, the Forklift Division commenced business operations throughout Korea to overhaul and sell this heavy equipment. By 1978, a lift truck production plant was successfully completed. Continuous technical education grew to become the new focus for enhancing quality and product development.

Growth of Forklift Exports

Home-based forklift business for Daewoo started in 1967 and grew to an astounding 90% market share in Korea. By the 1980's, Daewoo's advanced technological enhancements combined with sales success placed them in a situation of considerable 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 finished in 1984 to facilitate a modern plant which helped set up the business for the manufacture of high end added-value products suitable for export. In 1993, the company had a international sales network and started exporting designs they had established through in-house expertise, as an sovereign brand. Certifications were then acquired from CE of Europe, UL of the United States and ISO 14001 and ISO 9001, securing growth opportunities into overseas marketplaces.