Doosan Forklift

Doosan Infracore Company Ltd. is an intercontinental establishment consisting of Diesel Engines, Defense Industry products, Industrial Vehicles, Construction Equipment and Machine Instruments and Automation Systems.

Their United States affiliate, Doosan Infracore America Corporation, located in Suwanee, Georgia houses a 170,000 square foot production 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 client requirements.

There are well over 220 Doosan service and product sales locations operating in Canada and the United States. Moreover, there are more than 90 independent sellers moving lift truck supplies and materials handling equipment. This network helps Doosan Infracore America to aggressively compete in this competitive market. The lift truck product line remarkably includes 63 distinctive machines consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion lift trucks. Capacities of these various vehicle models vary from 3,000 to 33,000 lbs. All trucks are designed in an ISO 9001 qualified facility.

Doosan Infracore America is the fastest growing forklift and lift truck company in the North American market, thanks to its excellent level of product performance and their persistently high level of client support and service given to all Doosan Infracore Forklift users. The U.S. forklift division stationed in Cleveland has a expert team knowledgeable in Sales, Purchasing, Advertising, Logistical and Technical Support.

Start-up of the lift truck industry

In the beginning the domestic forklift market in Korea was an open import enterprise. Korea Machinery Co. Ltd. began in 1960, to import fully assembled forklifts as part of a home-based machinery expansion venture. Sales of these products were originally targeted to state-run companies, large scale businesses, and the military. This eventually led to a unification with Daewoo Heavy Industries Ltd. In 1976, the Forklift Division begun trade operations throughout Korea to overhaul and sell this heavy equipment. By 1978, a forklift manufacturing plant was successfully completed. Continuous technical education became the new focus for improving quality and product development.

Expansion of Forklift Exports

Daewoo began the first home-based forklift business in 1967, and rapidly gained a whopping 90% share in the Korean Materials Handling market. By the 1980â??s, Daewooâ??s progressive technological enhancements combined with sales success placed them in a position of considerable growth of their forklift business.

In 1981, Caterpillar Industrial Inc. of the United States, proposed a joint venture project to respond to competitive pressures in the US materials handling market. This endeavor radically expanded Daewooâ??s lift truck sales. Construction was completed in 1984 to facilitate a contemporary plant which helped launch the business for the fabrication of high end added-value products suitable for export. In 1993, the corporation had a international sales system and started exporting designs they had developed through in-house technology, as an independent product. Certifications were then acquired from CE of Europe, UL of the United States and ISO 14001 and ISO 9001, securing expansion possibilities into international marketplaces.