

Doosan Forklift

Doosan Infracore Company Ltd. is an international company consisting of Diesel Engines, Defense Industry goods, Industrial Vehicles, Construction Technologies and Machine Tools and Automation Systems.

Their United States partner, 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 department. 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 wishes.

With a network consisting of over 90 autonomous dealers, the forklift group provides quality materials handling equipment to the broad North American market. Doosan Infracore America Forklift sellers successfully operate in over 220 service and sales locations throughout Canada and the U.S. The lift truck product line impressively includes 63 distinctive versions consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion lift trucks. Capacities of these various truck models vary from 3,000 to 33,000 lbs. All trucks are designed in an ISO 9001 certified facility.

Doosan Infracore America is the fastest growing forklift and lift truck corporation in the North American marketplace, due to its excellent level of product performance and their consistently high level of consumer support and service given to all Doosan Infracore Forklift clients. The U.S. forklift division situated in Cleveland has a skilled team knowledgeable in Sales, Purchasing, Marketing, Logistical and Technical Support.

Start-up of the lift truck industry

At first the domestic 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 machinery expansion venture. Product sales of these products were originally targeted to state-run corporations, large scale businesses, and the military. This ultimately led to a merger with Daewoo Heavy Industries Ltd. In 1976, the Forklift Division commenced trade operations throughout Korea to overhaul and sell this heavy equipment. By 1978, a forklift production plant was successfully completed. Continuous technical training grew to become the new focus for improving quality and product development.

Growth of Lift Truck Exports

Domestic forklift trade for Daewoo started in 1967 and grew to an astonishing 90% market share in Korea. By the 1980's, Daewoo's superior 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 counter act competitive pressures in the US materials handling market. This endeavor greatly expanded Daewoo's lift truck sales. Construction was completed in 1984 to facilitate a contemporary plant which helped set up the company for the manufacture of high added-value products suited for export. In 1993, the corporation had a international sales system and started exporting designs they had developed through in-house technology, as an sovereign product. Certifications were then acquired from CE of Europe, UL of the United States and ISO 14001 and ISO 9001, securing expansion opportunities into international markets.