

Doosan Forklift

Doosan Infracore Company Ltd. is an international and intercontinental corporation which includes Defense Industry Products, Industrial Vehicles, Diesel Engines, Automation Systems, Machine Tools and Construction Equipment.

In the United States, Doosan Infracore America Corporation is headquartered in Suwanee, Georgia. It is home to a 170,000 square foot manufacturing facility, which is the home of the Compact Equipment and Construction division. West Caldwell, New Jersey is home to the Machine Tool division and Cleveland, Ohio is home to the Lift truck 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 needs.

There are well over 220 Doosan service and sales locations operating in Canada and the United States. Also, there are more than 90 independent sellers moving lift truck supplies and materials handling equipment. This network permits Doosan Infracore America to aggressively compete in this competitive market. The forklift product line remarkably 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 versions vary from 3,000 to 33,000 lbs. All trucks are manufactured in an ISO 9001 certified facility.

Doosan Infracore America is the fastest developing forklift and lift truck company in the North American marketplace, due to its outstanding level of product performance and their persistently high level of customer support and service given to all Doosan Infracore Forklift users. The U.S. forklift division based in Cleveland has a professional team experienced in Sales, Purchasing, Marketing, Logistical and Technical Support.

Start-up of the lift truck industry

At first the home-based forklift marketplace in Korea was an open import enterprise. Korea Machinery Co. Ltd. begun in 1960, to import fully assembled forklifts as part of a domestic equipment expansion venture. Sales of these goods were primarily targeted to state-run firms, large scale organizations, and the armed forces. This ultimately led to a merger with Daewoo Heavy Industries Ltd. In 1976, the Forklift Division begun business operations throughout Korea to service and sell this heavy equipment. By 1978, a forklift production plant was successfully completed. Continuous technical instruction became the new focus for improving quality and product development.

Growth of Lift Truck Exports

Home-based forklift trade for Daewoo started in 1967 and grew to an astounding 90% market share in Korea. By the 1980s, Daewoo's progressive technological advancements combined with sales success placed them in a position of substantial expansion of their forklift operations.

Caterpillar Industrial Inc. of the U.S. in 1981, proposed a cooperative venture project to help them in the highly competitive North American materials handling industry. This joint-venture proved highly successful for Daewoo and their forklift sales expanded greatly. In 1984, the company completed construction of a new facility to help in manufacturing high end value-added goods for export. In 1993, the company had a international sales network and started exporting designs they had established through in-house technology, as a 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 marketplaces.