Doosan Forklift

Doosan Infracore Company Ltd. is an international and intercontinental company which consists of 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 production facility, which is the home of the Compact Equipment and Construction department. West Caldwell, New Jersey is home to the Machine Tool division and Cleveland, Ohio is home to the Forklift 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 customer requirements.

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 dealers moving lift truck supplies and materials handling equipment. This network allows Doosan Infracore America to aggressively compete in this competitive market. The lift truck product line impressively includes 63 distinctive versions consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion forklifts. Capacities of these numerous vehicle models range from 3,000 to 33,000 lbs. All trucks are built in an ISO 9001 qualified facility.

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

Start-up of the forklift business

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 lift trucks as part of a domestic machinery expansion venture. Product sales of these goods were primarily targeted to state-run firms, large scale corporations, and the military. This ultimately led to a unification with Daewoo Heavy Industries Ltd. In 1976, the Forklift Division commenced trade operations throughout Korea to service and sell this heavy equipment. By 1978, a lift truck manufacturing plant was successfully completed. Continuous technical education grew to become the new focus for improving quality and product development.

Development of Lift Truck Exports

Domestic lift truck business for Daewoo started in 1967 and grew to an astonishing 90% market share in Korea. By the 1980’s, Daewoo’s advanced technological improvements combined with sales success placed them in a situation of considerable growth of their forklift business.

In 1981, Caterpillar Industrial Inc. of the United States, proposed a cooperative enterprise project to counter act competitive pressures in the US materials handling industry. This venture drastically expanded Daewoo’s forklift sales. Construction was finished in 1984 to facilitate a contemporary plant which helped establish the company for the fabrication of high added-value goods suited for export. In 1993, the corporation had a global sales system and started exporting models 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 possibilities into overseas markets.