

Reorganisation and acquisition helps manufacturers buck the trend

A new order begins

Global forklift manufacturer, *Clark* is bucking the economic downturn and predicting an upturn in its European business during 2009. Clark Europe GmbH expects a 44% turnover increase in conjunction with two-digit growth rates with order intake, new product units sales, and the spare parts business.

In order to further boost its extraordinary growth since 2004 and to keep service quality for customers, dealers, and partners on a continuously high level, Clark will not only extend its product range by introducing the C40-55 to the market in 2009, but will also expand the basis of its organisation.

By expanding its internal structure and segmentalising it into four business units the company aims to lower its operating costs. The new business units will include Sales and Marketing, headed by Rolf Eiten, will be accountable for sales.

New dealer support channels

In future, research and development, production, guarantee, and service will be dealt with by the Technical Department. The business unit Parts will be responsible for the whole area of spare parts handling.

Processing of all operational business activities will be performed by the fourth business unit Administration that includes the segment Human Resources, too. Dealer Support Centres in 2009 Clark Europe GmbH relies on a tightly woven and efficient sales and service network.

Disposing of a great number of dealers, Clark Europe GmbH is being represented in all relevant regions of the European Continent, in the Middle East, and on the core markets in Africa. The operative business activities are complemented by co-operations with additional distributors.

The establishing of Clark subsidiaries will



THE CLARK IMAGE AS PRESENTED AT CEMAT 2008.

further optimise the company's on-site service in 2009 by granting improved support to dealers through Dealer Support Centres. The first of these new Clark support centres will be launched in France and in Jordania.

In the middle of 2009, Clark will start its production of electric forklifts made in Germany. The GTX and GEX series manufactured by CKD mounting offer products particularly aiming at the European market. From 2010 on, the manufacturing capacity will amount to 600 product units per year, with the production line featuring a design to allow for a capacity of 1,000 units per year, if required.

At present, Clark Europe GmbH located at Mülheim an der Ruhr is setting up a new research and development facility with a team of first-class engineers headed by Andreas Krause. The team will deal with the development of specific

European options and will grant technical support to production.

Egon Strehl, the managing director of Clark Europe GmbH, explains, "Our R&D team analyses the European market of industrial trucks, anticipates technical trends and product-related requirements, defines global commonalities, and correspondingly develops the products permitting us to fully satisfy our local customers".

The move comes as Clark is disposing of research and development centres on almost all continents. R&D departments in Lexington (USA), Qingdao (China), Mülheim an der Ruhr (Germany) and the Development Centre at Changwon (South Korea) enable Clark to be present everywhere in the world and on the main markets there.

Andreas Krause points out: "The markets and products on the individual continents are too different to allow for the successful development, production, and marketing of one identical product on a worldwide basis. Our practice-oriented model takes this fact into full account."

Launching a new diesel truck

Pre-empting the above announcements Clark chose launched a substantial new European product in December 2008. The CQ20-30 IC-Pneumatic LPG/Diesel is the result of a comprehensive face lifting of the CMP20-30 series, the CQ20-30 units offer everything one can expect from a sturdy forklift designed to be employed inside of halls or in the outdoor area.

The sturdy one-part chassis made of thick steel to grant perfect protection to essential components indicates "built-to-last" quality at first sight. No matter if being used in halls or in the outdoor area – with goods distribution, production, and storing, the new series offers attractive opportunities to perform more tasks with material flow at lower investment costs.