



Inovia looking to the future with Doosan



Inovia International manufactures customised botanical products for the toiletries, cosmetics and personal care sectors. It provides a wide range of services to a worldwide customer base.

Since its formation in 2004 to capitalise on the growing market in natural products, Inovia has used the backing of its parent company, the Stan Chem International group, to grow into a market leader within this fast-moving manufacturing segment.

Inovia's stock rotates quickly, so effective materials handling is a very important part of company operations. The product list is extensive and items are supplied in a wide range of packaging: from bags and boxes, to barrels, pallets and IBCs (Intermediate Bulk Containers). This calls for forklifts that can effectively and efficiently move a broad range of product containers between storage areas and delivery vehicles.



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In meeting this challenge, Doosan's highly-innovative BR14JW-7 Reach Truck has established itself as a powerful tool helping Inovia keep pace with customer requirements. Paul Ager, Inovia's Operations Manager, comments: “We were already converts to the Doosan brand—our existing Doosan lift trucks have proved themselves true assets to the business.

“Thanks to the BR14JW-7's integral sideshift (one of the many high-spec features that are standard on Doosan forklifts) our team can handle barrels more easily, placing them more precisely in storage cradles and dramatically reducing damage to both racking and our high quality ingredient products.”

Inovia's dealer is Trevor Griffith from Genesis Forklifts. He knew immediately that another standard feature of the BR14JW-7—switchable 180° and 360° steering—would be valuable to Inovia. “By simply pushing a button the operator can select 180° or 360° steering to accommodate all operating conditions,” he notes. “This is particularly important when operating in tight spaces, and thus was ideal for a warehouse environment like Inovia's.”

Paul Ager and his colleagues are very confident that the new Doosan BR14JW-7 will help them do a better job of helping keep the nation supplied with fragrant products. “It's a fast, strong and safe truck,” concludes Paul Ager.

