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Krone wins „Beste Logistikmarke Trailer und Aufbauten“

With immediate effect, Krone can call itself the „Beste Logistikmarke Trailer und Aufbauten“. This is the result of a large reader survey launched by the trade magazine "Logistik heute" and the Bundesvereinigung Logistik e.V. (BVL) in December 2019. A total of 26,567 votes were cast in the period from 13 December to 29 February 2020.

A total of more than 250 brands were put to the vote in twelve categories. The categories cover major areas of logistics, such as "Vans and Delivery Vehicles", "Trailers and Bodies", "Rail Transport Services", "IT for Warehouse Management", "Contract Logistics Services" and "Freight Exchanges". The brands were nominated by an independent nomination committee headed by Prof Dr Christian Kille, logistics expert at Würzburg-Schweinfurt University of Applied Sciences. The nominees were brands that achieve the highest turnover in their category in Germany and are particularly relevant for the German market.

Due to the current situation, Krone received the award by post; in Werlte, Dr Frank Albers, Managing Director of Marketing & Sales, accepted the award on behalf of the entire Krone team. "We are delighted to receive the award. Especially in the difficult overall situation, being voted the best trailer and body brand is an important confirmation that we have obviously taken the right path with our strategy of positioning ourselves as a service provider for all aspects of the vehicle. We are very grateful that the majority of supply chain managers, logistics managers and experts in German-speaking countries voted us into first place by a clear margin. We see this vote as additional motivation, and we promise that we will continue to work hard to offer our customers clever and economical solutions," says Albers.

If you have any questions, please do not hesitate to contact me.:

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