



FOR IMMEDIATE RELEASE

Krowne Unveils Groundbreaking Two-Year, \$20 Million Expansion Plan: Transforming Operations with Technology and Setting New Industry Standards

(Wayne, New Jersey): Krowne, a leading manufacturer in the foodservice and plumbing equipment supply industry announces a two-year, \$20 million expansion plan as part of their strategic growth to transform operations with technology and setting new industry standards.

Krowne is excited to share their bold two-year expansion plan that will revolutionize operations and solidify their status as the unrivaled industry leader. Building on their recent successes, they are embarking on a journey that will revolutionize the way they operate and serve their customers.

The first phase of this plan is already underway with the recent acquisition of two new facilities in New Jersey adding an additional 120,000 square feet to their operations. These strategic expansions will provide Krowne with over 350,000 square feet of manufacturing and distribution space in the U.S. to support their growing operations and enhance their capabilities.

At the heart of this expansion plan is their commitment to innovation and efficiency with the construction of a state-of-the-art “smart factory” that will leverage the latest advancements in automation. This new facility will harness cutting-edge robotic technology, seamlessly linking all machinery to automate material handling allowing the factory to operate “lights out” 24/7 without human intervention. This significant investment in new machinery will not only increase their capacity by over 50% but also streamline operations and uphold their commitment to delivering top-tier products to their valued customers.

Krowne is also implementing an extensive robotic conveyor picking, packing, and sorting system for their new distribution center to double their picking and packing capacity and allow them to ship all in stock items out on the same day. “Investing in the future is our top priority and to support our significant growth, we have made the decision to undertake the single largest expansion in the history of Krowne.” Co-owner of Krowne, Kyle Forman, states “This will transform our facilities into the most automated operation in the industry while dramatically scaling our capacity and enhancing our overall quality and service. The most important part is that all of this is being done in the U.S.”

Additionally, they are thrilled to announce the opening of their new tech-fueled corporate headquarters in May 2024, which will function as a hub for innovation and collaborative endeavors. This new facility will support their growing team and provide them with the resources they need to propel the company forward. As a result of rapid growth, Krowne’s investments in automation will not replace the physical people who are the heart and soul of the company. Instead, it will empower them to concentrate on higher-value tasks, thereby amplifying operational excellence and facilitating rapid scalability.

Paul Bastante, co-owner of Krowne adds: “As we embark on this transformative journey, Krowne is grateful for the continued support of our customers, employees, and the communities we serve. Together, we are forging the future of manufacturing, establishing groundbreaking industry benchmarks, and setting new standards. Keep an eye out for further updates as we advance along this exhilarating journey of expansion and innovation.”



About Krowne

Krowne is a third generation, family-owned company manufacturing in the U.S.A. for over 75 years. Rapid expansion and innovation have solidified Krowne as the fastest growing bar equipment company in the world, with experience ranging from custom underbar, refrigeration, and beverage dispensing systems to high quality faucets, pre-rinses, and gas connectors. Krowne's drive for new-age design has propelled them to new heights with cutting-edge configurators like BarFlexPro and FloorDesigner, along with winning several awards for excellence in innovation. Although the brand continues to expand and flourish, Krowne remains committed to their values of quality and sustainability. For more information, please visit: <https://krowne.com/>.

Media Contact:

Lindsey Mahler
Marketing Coordinator
lmahler@krowne.com

