

## Hyster Forklift

Hyster Forklift Training Brampton - Hyster is an industry leader in the materials handling industry that has been in business for over eighty years. However, it began as a producer of lifting machinery as well as winches. Most of its production was concentrated in the Pacific Northwest and dealt mostly with the lumber and logging industry. A couple years after the first forklift trucks were invented Hyster became synonymous with quality production. Over the last 80 years Hyster has continued to expand and develop its product line. The expansion of its products coupled with its desire to stay service oriented has allowed Hyster to grow into the worldwide participant it is in our day.

The thirty years between 1940's and the 1960's saw a enormous evolution in the amount of products existing under the Hyster brand name. In 1946, Hyster opened a plant in Danville, Illinois that was exclusively dedicated to mass producing trucks. This allowed Hyster to force its costs down and, at the same time, offer a better quality product at industry competitive prices. In 1952, Hyster began its first foray in to the international production market through opening its first plant in the Netherlands. The Netherlands plant was originally designed to produce two products: Hyster 40" and the Karry Kranes.

Between the late 1950's through the 60's, Hyster continued to expand into new markets. They started constructing container handlers in the US in 1959 to satisfy the ever expanding demand for transportation goods. In 1966, Hyster developed a method for allowing a lift truck to go both forward and backwards using the same pedal. This pedal was labeled the Monotrol pedal, which revolutionized the industry. Later in the decade Hyster opened a R&D centre in Oregon that was concentrated on enhancing the design and performance of lift trucks. The centre is still one of the world's greatest testing facilities in the materials handling industry.

As demand for materials handling equipment continued to expand swiftly during the 1960's, Hyster needed to reorient its focus towards these new mass markets. As a consequence, in 1970, the XL design philosophy was born. The XL design philosophy allowed Hyster to provide superior quality at a more affordable cost. A further expansion in manufacturing capabilities was necessitated by the need in Europe for Internal Combustion Engine Vehicles. To fill this gap, a plant in Craigavon, Ireland was opened in 1980. Through the eighties Hyster continued to focus on developing industry leading forklifts. The Hyster company name was known throughout the world for its commitment towards quality. This attention to quality produced a lot of suitors for the business. In 1989, a large multinational company based in Ohio called NACCO Industries purchased Hyster and began an aggressive expansion plan. NACCO swiftly changed the XL philosophy with a more driver oriented truck that concentrated on operator comfort, which is known as the XM generation of lift trucks.

The evolving needs of Hyster's valued clientele, led by changes in supply chain management, required Hyster to continuously innovate and invest in modern production technologies throughout the next few decades. Acquisitions and investments were made in the United States, Italy, Netherlands, and various other places throughout the world. All of these investments have made Hyster a world leader in the forklift market. Recently, Hyster celebrated its eightieth anniversary as an industry leader of materials handling equipment, which includes over three hundred assorted versions of lift trucks.