

## Hyster Forklift

Hyster is acknowledged as a worldwide leader in lift trucks. However, it began as a producer of lifting machinery and winches. Most of its production was concentrated in the Pacific Northwest and dealt mostly with the wood and logging industry. A couple years after the 1st forklift trucks were invented Hyster became synonymous with quality production. Over the last 80 years Hyster has continued to expand and grow its product line. The expansion of its products coupled with its wish to stay service oriented has allowed Hyster to mature into the worldwide player it is in the present day.

Through the 3 decades between the 1940's and 1960's, Hyster made substantial strides on its path to becoming the worldwide leader in the forklift industry it is today. In 1946, Hyster opened a plant in Illinois that was fully devoted to mass manufacturing trucks. This allowed Hyster to force its costs down and, at the same time, offer a better quality product at industry competitive rates. 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.

Hyster, along with the whole forklift industry, continued to spread out into different product lines throughout the 50's and 60's. They began constructing container handlers in the United states in 1959 to satisfy the ever growing demand for transportation goods. In 1966, Hyster developed a means for enabling a lift truck to go both ahead and backwards using the same pedal. This pedal was known as the Monotrol pedal, which revolutionized the industry. Later on in the decade Hyster opened a R and D centre in Oregon that was focused on enhancing the design and performance of forklifts. The centre is still one of the world's greatest testing facilities in the materials handling industry.

In the 1960's Hyster experienced rapid expansion. Much of the manufacturing was shifting in the direction of mass production. To keep up with the times Hyster was inclined to focus on the evolution of these mass markets. As a consequence, in 1970, the XL design philosophy was born. The XL design philosophy allowed Hyster to supply greater quality at a more inexpensive cost. A further expansion in production capabilities was necessitated by the need in Europe for Internal Combustion Engine Vehicles. To fill this hole, a plant in Craigavon, Ireland was opened in 1980. Through the eighties Hyster continued to concentrate on developing industry leading forklifts. The Hyster company name was known throughout the globe for its dedication towards excellence. This attention to quality brought a lot of suitors for the business. In 1989, a large multinational company based in Ohio called NACCO Industries purchased Hyster and started an aggressive expansion strategy. NACCO swiftly changed the XL philosophy with a more driver oriented lift truck that focused on operator comfort, which is known as the XM generation of trucks.

With the universal shift towards just-in-time administration procedures, Hyster has been required to keep up with the trends through investment in new and diverse technologies. 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 international leader in the forklift market. In 2009, Hyster celebrated its eightieth anniversary as an industry leader of materials handling equipment, which comprises more than three hundred assorted types of forklift trucks.