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Hoist Liftruck attends international tradeshow CeMat 2008 in Hannover, Germany

Major U.S. forklift manufacturer introduces new dealer and Titan Series liftruck

BEDFORD PARK, Illinois, April 28, 2008 – Hoist Liftruck will be exhibiting at the CeMat Tradeshow at the Hannover Exhibit Center in Hannover, Germany on May 27th – 31st in open-air site (FG), Stand G17. Hoist has allocated an outdoor space for this show to present their pneumatic and cushion tire liftrucks to the worldwide audience. Hoist will showcase its cushion tire Titan Series liftruck as well as introduce their new German dealer, Forktec.

German forklift company Forktec is the newest international dealer for Hoist who will represent them in Germany, Austria, and parts of Switzerland. The markets in Germany and the European market are among the strongest in the world and Hoist looks to the future for the possibility of Forktec becoming their first regional distribution for parts, sales, and service center.

CeMat is the world's leading fair for intralogistics and no other industry is attracting more attention worldwide than this fast-growing sector of managing material flow along the entire supply chain. The global market is on the move at a rapid pace and intralogistics is increasingly becoming a key factor in commercial success of a business enterprise. Building on this industry, Hoist will make their presence known in the global business world.

From the humble beginnings, Marty Flaska, president of Hoist Liftruck, began Forklift Exchange from his home located in the western suburbs of Chicago, selling and renting material handling equipment. Over the next decade, the company had tremendous growth and in 1994, Flaska acquired the rights to build cushion-tire forklifts by purchasing Silent Hoist and Crane, a Brooklyn, New York based company. Flaska then transformed Silent Hoist and Crane into Hoist Liftruck Mfg., Inc., which is now one of the largest manufacturers of heavy-duty high capacity pneumatic and cushion tire liftrucks in the industry. Hoist acquired forklift manufacturer Cleveland, Ohio based Elwell Parker in 2000 as well as Bucyrus, Ohio-based Schreck and Autolift in 2001 for their expansion at their current location in Bedford Park, IL.

Coming into present day, Marty Flaska envisions the need for expanding the Hoist customer base worldwide. "Hoist has had many years of success in the USA, and expanding our customer base worldwide enables other countries to benefit from material handling with our lifttrucks. The CeMat show will allow Hoist to take part in the intralogistics of many business supply chains where product handling and material management are key factors", said Marty Flaska, president of Hoist Lifttruck. "We are attending the CeMat show in Germany to get the ball rolling on our international presence," said Marty Flaska.

Hoist Lifttruck's core products include the pneumatic P-Series line, with a capacity range from 22,000 to more than 100,000 lbs. The P-Series is ideal for industries such as steel, port/intermodal, oil, and concrete. The cushion tire line of forklifts include the Titan Series (18,000-22,000 lbs.), FKS Series (23,000-100,000+ lbs.) and the electric Lazer Series (15,000-100,000+ lbs.), ideal for industries such as steel, forging, beverage, and paper. The popular Neptune Series (15,000-55,000 lbs.) is designed specifically for the marina industry, handling and transporting boats of all sizes. Hoist Lifttruck is also expanding its P-Series line with equipment specific for the port/intermodal industry with its P-Series RoRo (36,000, 52,000 and 80,000 lbs.); upcoming empty and full container handlers (early July 2008 release date); reachstackers (late 2008 release date); and electric RTG or rubber tire gantry crane (tentatively scheduled for a mid-2009 release date).

Hoist invites you to visit their CeMat 2008 tradeshow open-air site (FG), Stand G17 at the Hannover Exhibit Center in Hannover, Germany on May 27th-31st, 2008.

Hoist Lifttruck Mfg., Inc. manufactures heavy-duty lifting products, ranging in capacity from 6.7 tons to 50 tons. Hoist Lifttruck manufactures electric, LPG, and diesel cushion tire trucks, platform and die trucks, LPG and diesel pneumatic tire truck and marina pneumatic trucks. Hoist Lifttrucks are engineered for the speed, power, and durability required of any heavy industry. With more than 100 years of proven reliability and quality engineering, Hoist provides the preferred lift truck for performance, serviceability and operator comfort.