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## **Hoist Liftruck moves ancillary brands, focuses on core business**

U.S. forklift manufacturer sells Elwell-Parker and other brands to further capitalize on the domestic success of its pneumatic- and cushion-tire product lines.

**Bedford Park, Illinois | May 1, 2010** – In a strategic move to capitalize on a growing domestic market, Hoist Liftruck has announced the sale of its ancillary material handling brands – Elwell-Parker, Autolift and Schreck – to focus on its core pneumatic- and cushion-tire products.

Pennsylvania-based material handling dealership H&K Equipment has purchased Elwell-Parker, one of the pioneer brands of the material handling industry established in 1893, and Autolift and Schreck for an undisclosed amount.

“We’re reallocating our resources and staff to focus on our P-Series, [empty and loaded] container handlers, Neptune Series [marina forklifts] and Titan and FKS cushion-tire products,” said Marty Flaska, president of Hoist Liftruck. “This will not only allow us to meet the growing demand for material handling equipment in the U.S, but also further solidifies our viability as a U.S. manufacturing stalwart.”

Flaska further states that Elwell-Parker and the other brands under the Hoist Liftruck umbrella haven’t met the company’s financial expectations and does not fit its long-term business plan. “It’s always hard to part with well-known brand such as Elwell-Parker, but H&K [Equipment] has been an Elwell-Parker dealer for decades and have in-depth knowledge of the brand. This move is an excellent fit for both companies.”

A booming first quarter has yielded Hoist Liftruck more than 10 orders of its Titan (18,000-22,000 pounds) and FKS (23,000-100,000+ pounds) cushion series forklifts, including an Titan F180 (18,000 pounds) to Honda Manufacturing of Alabama. The company continues to see increased sales of its high-capacity P-Series and Neptune Series lines with recent P-Series orders to Atlas Tube Canada (P650 and P800-65,000 and 80,000 pounds, respectively) and GE Wind Energy (P700-70,000 pounds), as well as marinas in Illinois and Canada.

The company unveiled its empty container handler series (ECH Series) last year with great success and is preparing to fully market its loaded container handler series (LCH Series). Hoist Liftruck has also announced that engineering is underway for its Reachstacker Series to complement its container handlers and pneumatic product lines.

*Hoist Liftruck Mfg., Inc. manufactures heavy-duty lifting products, ranging in capacity from 6.7 tons to 50+ tons. Hoist Liftruck manufactures electric, LPG, and diesel cushion tire trucks, LPG and diesel pneumatic tire truck and marina pneumatic trucks. Hoist Liftrucks are engineered for the speed, power, and durability required of any heavy industry. Hoist provides the preferred lift truck for performance, serviceability and operator comfort.*

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