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Hoist Liftruck opens office in China

Hoist China to provide market with U.S.-made high-capacity material handling solutions.

Bedford Park, Illinois – May 11, 2009 – Hoist Liftruck continues its expansion into the international market establishing a sales and service office in Shanghai, China. Hoist China will offer the same U.S.-made, high-capacity material handling equipment that has made Hoist Liftruck one of the top high-capacity forklift manufacturers in the United States.

Heading up the Hoist China office is sales director Johnny Shen. Shen was formerly the deputy general manager and national account manager of Hyster operations in China. "I look forward to promoting and selling the Hoist product in China," said Shen. "The overall quality and performance of these high-capacity trucks will serve well in this market and worldwide."

The Hoist Liftruck product line includes the new ECH Series empty container handler; pneumatic P-Series forklift (22,000-100,000+ lbs. capacity); internal combustion cushion Titan and FKS series' (18,000-100,000+ lbs. capacity); electric cushion Lazer Series (15,000-100,000+ lbs. capacity); and marina Neptune Series (15,000-100,000 lbs. capacity).

"Despite the struggling economy over the past several months, we've still been able to make progress internationally," said Marty Flaska, president of Hoist Liftruck. "The opening of Hoist China comes at an ideal time for [Hoist] as we had a tremendous influx of inquiries and sales internationally, and even domestically, in the first quarter of this year. Johnny [Shen] and his staff are extremely knowledgeable and dedicated, and we are excited to have them represent Hoist and our products in China."

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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, platform and die 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. With more than 100 years of proven reliability and quality engineering, Hoist provides the preferred lift truck for performance, serviceability and operator comfort. [Photos available]

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