



Taking your products to greater heights.

Whatever happened to...

The risks and rewards of innovation

Innovation is what makes life easier for people at home, work or anywhere in the world. Where would we be without essentials such as automobiles, airplanes or lifesaving medical equipment? Innovation has extended into luxuries that have now become essentials for most of us. Where would we be without cell phones, remote controls and garage door openers? Innovation can begin with raised eyebrows and much skepticism, but be highly praised later on (i.e. airplanes, Internet). Innovation can also begin with much anticipation and awe, but lose its appeal shortly after. Whatever happened to laser discs, mopeds and Betamax?

For an innovative product to be successful, consumers need to be convinced of the usefulness and practicality of it, as well as justifying the high price tag that usually comes with it. Since the innovative product is unproven, what really is being sold is an idea or concept. Many "kinks" or "bugs" need to be worked out and can lead to loss of time, money and patience. Some industries outside mainstream consumerism are not willing to risk thousands and sometimes millions of dollars on an idea or concept.



Master of your domain?

The Neptune Series is designed to work with various types of drystack facilities all over the world. From older to newer, mom and pop to national chains, marinas of all types can use the Neptune Series. There are marina vehicles and equipment that are currently on the market or in the waiting that are extremely innovative, but target a specific niche and frame of mind. If you're planning on building a new marina facility with drystack capabilities, you're a candidate for an innovative piece of equipment. Instead of purchasing equipment to suit your facility, would you have the frame of mind of building your facility to suit that equipment and only that equipment? Perhaps.

Well, the innovation you'll be investing in is a piece of equipment that can be used in the most narrow aisles and stack larger boats in the higher racks, thus giving you the ability to stack more boats at a single facility and in turn increasing your revenue. Impressive, indeed. It also has advanced features such as sideways steering, rotating and elevating cab, and unique design. You have concerns about a brand new product that has never been built before and aren't too keen on the hefty price tag, which is about 4 to 5 times the price of a conventional marina forklift. But, you're sold on the idea and decide to construct your facility around this piece of equipment, with durable racks to hold larger and heavier boats in the top racks, and narrowest aisles possible.

After a lengthy and expensive delivery, you realize the enormity and complex nature of this innovation — massive size, multiple engines and a number of moving components. Unlike a conventional forklift, operation of the equipment is also complex and extensive operator training is necessary. Expensive property is being handled at your location and complete understanding of the various maneuvers is critical. As training progresses, you realize the increased cycle time in servicing a customer — deploying/releasing stabilizers, raising/lowering the mast and cab, and advancing/retracting the carriage.

After some time, you notice some bugs on the equipment — cab doesn't rotate or elevate properly, one, two or all three engines need to be serviced — and hopefully whatever the issues are, they are just minor ones. But what if they aren't? What if you have an inoperable piece of equipment? How long will it take to receive service or parts? Downtime due to situations like this is one of a marina owner's worst nightmares. This expensive and innovative, yet specialized piece of equipment doesn't have a backup for obvious reasons — too expensive and cumbersome to have a backup, and a conventional marina forklift won't be able to operate in your specialized facility, more or less be able to take down the massive Sea Ray on the top shelf.

Did you invest in a flop? A fad? A potential success? You don't know. All you know is that you're multi-million dollar facility is handcuffed and at the mercy of this piece of equipment, losing money with each hour that goes by.

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A proven design

For many years, Hoist liftrucks have been founded on a simple concept — offer a durable, ergonomic, maneuverable and serviceable liftruck for an affordable price. The Neptune Series is a new product for Hoist, but is based on a proven Hoist product — the pneumatic P-Series. In both liftrucks, you'll find the same compact, yet durable chassis, powertrain, driveline, steer and drive axle, service access points, ergonomics and visibility. The ingenuity of the Neptune Series is the simple fact of offering the best components and features as standard equipment at a fair price. Hoist interviewed many marina owners and operators extensively, learning what they wanted from a marina liftruck. Taking the information they compiled, Hoist felt that rather than reinvent the wheel, the proven P-Series could be modified for a marina application. The final product encompassed everything that the marina owners and operators that were interviewed spoke about:



Maneuverability: Compact design and steer axle with a tight-turning radius allow easy stacking and retrieval.

Easy operation: Intuitive electric joystick controls mimic fork motion, unlike conventional mechanical levers.

Stability: The solid-body chassis distributes weight evenly throughout the liftruck and has a compact, heavy-duty counterweight.

Corrosion protection: Standard galvanized forks and carriage, three-step paint process, stainless steel components, weather-proof sealed electrical box, and moving parts remain out of the water during negative lift.

Visibility: Two-stage, wide-view mast offers excellent forward visibility. See-through forward splash guard allows downward visibility. Clear overhead guard allows upward visibility. Low-profile counterweight allows excellent rear visibility.

Comfort: Standard air-ride seat, tilt steering, electrical joystick controls next to armrest and cooling fans. An optional cab is available with heater/air conditioning unit.

Price: Competitive price from the start. Premium standard features and components for the same price as other marina liftrucks. Hoist is centrally located in the United States (just outside Chicago in Bedford Park, Illinois), offering affordable freight costs. The Neptune can be shipped in one piece with the mast laying forward, conforming to freight height regulations.

Delivery: Fastest delivery time in the industry, with lead times around 8 weeks.



Tradition with a slice of ingenuity

Innovation is necessary for us to progress and make life easier for us. Not every innovative idea works or works for everyone. Some make take time to develop and others may endure trial and error before becoming successful.



The core of the Neptune Series, along with Hoist Liftruck's entire line of liftrucks, is based on strength and durability. From Silent Hoist to Elwell-Parker, we have a storied history in the material handling industry. We continue to manufacture strong and durable liftrucks, but have made them easier to operate, more comfortable and extremely maneuverable.

We provide parts and service support 24 hours a day. We have more than \$4 million in parts at our Bedford Park, Illinois headquarters and most parts can be shipped same-day. We have technicians that can assist you

by phone or in-person. We also have dealers across the United States and around the world that can assist you with service and parts support, with most of them having rental opportunities. Give us a call and we will show you why the Neptune Series should be your marina liftruck of choice.



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