

## Hyster Forklift Masts and Mast Rollers

Hyster is a global company that builds greater than three hundred diverse models of forklifts. However, it started as a producer of lifting equipment as well as winches. Most of its production was focused in the northwest United States and dealt mostly with the lumber and logging industry. A couple years after the first forklift trucks were invented Hyster became synonymous with quality production. Over the previous 80 years Hyster has continued to get bigger and increase its product line. The expansion of its products coupled with its desire to stay service oriented has allowed Hyster to grow into the international participant it is in our day.

The thirty years between 1940's and the 1960's saw a huge evolution in the amount of products offered under the Hyster brand name. In 1946, Hyster opened a plant in Illinois that was exclusively devoted to bulk manufacturing trucks. This allowed Hyster to drive its costs down and, simultaneously, offer a better quality product at industry competitive prices. 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.

### 1950-1970

Hyster continued to aggressively expand its manufacturing operations all the way through the 50's and 60's. They started constructing container handlers in the US in 1959 to satisfy the ever expanding demand for transportation goods. In 1966, Hyster developed a process for allowing a lift truck to go both ahead and backwards using the same pedal. This pedal was referred to as the Monotrol pedal, which revolutionized the industry. Later on in the decade Hyster opened a research and development centre in Oregon that was concentrated on enhancing the design and performance of lift trucks. The centre is still one of the world's greatest testing facilities in the materials handling industry.

### 1970-1980

As demand for materials handling equipment continued to expand rapidly during the sixties, Hyster considered it necessary to reorient its focus towards these new mass markets. Hence, in 1970, the XL design philosophy was born. The XL design philosophy allowed Hyster to supply superior quality at a more affordable cost. A further expansion in production capabilities was necessitated by the need in Europe for Internal Combustion Engine Trucks. To plug this hole, a plant in Craigavon, Ireland was opened in 1980. Through the eighties Hyster continued to focus on developing industry leading forklifts. The Hyster brand name was recognized throughout the world for its dedication towards superiority. This attention to excellence brought several suitors for the business. In 1989, a large international company based in Ohio called NACCO Industries bought Hyster and started an aggressive expansion plan. NACCO rapidly changed the XL philosophy with a more driver oriented lift truck that concentrated on operator comfort, which is identified as the XM generation of forklifts.

### 1990-Today

The shift in supply chain management to a much more just-in-time focused method has meant that Hyster has had to continually invest in brand new technology. Acquisitions and investments were made in the United States, Italy, Netherlands, and countless other places throughout the world. All of these investments have made Hyster a international leader in the lift truck market. Recently, Hyster celebrated its eightieth anniversary as an industry leader of materials handling equipment, which includes more than three hundred various versions of forklift trucks.