

## Hyster Attachments

Hyster is an industry leader in the materials handling industry that has been in business for over eighty years. However, it started as a producer of lifting equipment and winches. Most of its production was concentrated in the northwest United States and dealt mostly with the wood and logging industry. A couple years after the 1st forklift trucks were invented Hyster became synonymous with quality production. Over the previous eighty 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 mature into the worldwide player it is in the present day.

Some of the main inflection points in Hyster's history occurred between the 1940's and the 1960's. In 1946, Hyster opened a plant in Danville, Illinois that was entirely devoted to bulk producing trucks. This allowed Hyster to drive its costs down and, at the same time, offer a better quality product at industry aggressive rates. 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.

The endlessly varying needs of Hyster customers and Hyster's skill to continue to innovate led to rapid development throughout the 1950's and 60's. They began building container handlers in the US in 1959 to meet with the ever growing demand for transportation goods. In 1966, Hyster developed a means for enabling a lift truck to go both forward and backwards using the same pedal. This pedal was referred to as the Monotrol pedal, which revolutionized the industry. Later in the decade Hyster opened a R&D centre in Oregon that was focused on improving the design and performance of lift trucks. The centre is still one of the world's greatest testing facilities in the materials handling industry.

The sixties was characterized by rapid growth right through the whole materials handling industry. Due to this, Hyster needed to refocus its strategy towards these growing mass markets. Consequently, in 1970, the XL design philosophy was born. The XL design philosophy allowed Hyster to offer superior quality at a more inexpensive cost. A further expansion in production capabilities was necessitated by the demand in Europe for Internal Combustion Engine Vehicles. To plug this gap, a plant in Craigavon, Ireland was opened in 1980. Through the 1980's Hyster continued to concentrate on developing industry leading forklifts. The Hyster company name was recognized throughout the world for its commitment towards quality. This attention to excellence brought several suitors for the enterprise. In 1989, a large international corporation based in Ohio called NACCO Industries bought Hyster and started an aggressive growth plan. NACCO promptly replaced the XL philosophy with a more driver oriented truck that focused on operator comfort, which is identified as the XM generation of lift trucks.

With the comprehensive change towards just-in-time administration methods, Hyster has been required to keep up with the trends through investment in new and diverse technologies. Acquisitions and investments were made in the US, Italy, Netherlands, and lots of other places throughout the world. All of these investments have made Hyster a global leader in the lift truck market. In 2009, Hyster celebrated its eightieth anniversary as an industry leader of materials handling equipment, which comprises more than three hundred different types of forklift trucks.