

Hyster Forklift

Hyster is a global brand that builds more than 300 distinct models of lift trucks. However, it began as a producer of lifting equipment and 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 1st 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 growth of its products coupled with its wish to stay service oriented has allowed Hyster to develop into the global participant it is nowadays.

In the period between 1940 and 1960, Hyster sustained its progress throughout the western world. In 1946, Hyster opened a plant in Danville, Illinois that was completely committed to bulk manufacturing trucks. This allowed Hyster to force 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 forever changing needs of Hyster clients and Hyster's skill to continue to innovate led to rapid development throughout the fifties and 1960's. They started constructing container handlers in the US in 1959 to meet with the ever growing demand for transportation goods. In 1966, Hyster developed a technique 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 on in the decade Hyster opened a R&D centre in Oregon that was focused on enhancing the design and performance of forklifts. The centre is still one of the world's best 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 considered it necessary 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 supply better quality at a more affordable price. A further expansion in production capabilities was necessitated by the demand in Europe for Internal Combustion Engine Trucks. To plug this gap, a plant in Craigavon, Ireland was opened in 1980. Through the 1980's Hyster continued to focus on developing industry leading lift trucks. The Hyster company name was recognized throughout the world for its dedication towards quality. This attention to quality produced several suitors for the enterprise. In 1989, a large international company based in Ohio called NACCO Industries bought Hyster and began an aggressive expansion strategy. NACCO rapidly changed the XL philosophy with a more driver oriented truck that concentrated on operator comfort, which is well-known as the XM generation of lift trucks.

With the comprehensive shift towards just-in-time management procedures, 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 various other places all over the world. All of these investments have made Hyster a worldwide leader in the forklift market. In 2009, Hyster celebrated its 80th anniversary as an industry leader of materials handling equipment, which comprises over three hundred assorted types of lift trucks.