

Hyster Forklift

Hyster is well-known as a world leader in forklift trucks. However, it started as a manufacturer of lifting equipment as well as winches. Most of its production was concentrated in the northwest United States and dealt primarily with the timber and logging industry. A couple years after the 1st forklift trucks were invented Hyster became synonymous with quality production. Over the last 80 years Hyster has continued to expand and develop 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 at present.

Hyster experienced major improvements through the 1940's and 1960's. In 1946, Hyster opened a plant in Illinois that was completely dedicated to bulk producing trucks. This allowed Hyster to drive its expenses down and, simultaneously, offer a better quality product at industry competitive rates. In 1952, Hyster began its first foray into 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.

Between the late 50's through the sixties, Hyster continued to expand into new markets. They started constructing container handlers in the US in 1959 to satisfy the ever growing demand for transportation goods. In 1966, Hyster developed a process for enabling a lift truck to go both forward and backwards using the same pedal. This pedal was labeled as the Monotrol pedal, which revolutionized the industry. Later in the decade Hyster opened a R&D centre in Oregon that was concentrated on enhancing the design and functionality of forklifts. The centre is still one of the world's top testing facilities in the materials handling industry.

The 60's 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 provide superior quality at a more reasonable price. A further expansion in manufacturing capabilities was necessitated by the need in Europe for Internal Combustion Engine Trucks. To fill this hole, a plant in Craigavon, Ireland was opened in 1980. Through the 80's Hyster continued to concentrate on developing industry leading lift trucks. The Hyster company name was recognized throughout the globe for its commitment towards excellence. This attention to excellence brought several suitors for the enterprise. In 1989, a large international business based in Ohio called NACCO Industries purchased Hyster and started an aggressive growth strategy. NACCO swiftly changed the XL philosophy with a more driver oriented truck that focused on operator comfort, which is recognized as the XM generation of forklifts.

The shift in supply chain management to a much more just-in-time focused system has meant that Hyster has had to frequently make investments in new-found technology. Acquisitions and investments were made in the US, Italy, Netherlands, and a lot of other places all over the globe. All of these investments have made Hyster a international leader in the lift truck market. Recently, Hyster celebrated its 80th anniversary as an industry leader of materials handling equipment, which includes over 300 assorted versions of lift trucks.