

Hyster Forklift

Hyster is presently a global leader in forklifts and warehousing solutions. However, it began as a producer of lifting machinery and winches. Most of its production was focused in the northwest United States and dealt mostly with the wood and logging industry. A couple years after the first forklift trucks were invented Hyster became synonymous with quality manufacturing. Over the previous 80 years Hyster has continued to expand and increase its product line. The growth of its products coupled with its want to stay service oriented has allowed Hyster to grow into the international player it is now.

In the period between 1940 and 1960, Hyster continued its progress throughout the western world. In 1946, Hyster opened a plant in Danville, Illinois that was exclusively dedicated to bulk producing trucks. This allowed Hyster to force its costs down and, simultaneously, offer a better quality product at industry aggressive 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.

Hyster continued to aggressively expand its manufacturing operations throughout the fifties 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 process for allowing a lift truck to go both forward and backwards using the same pedal. This pedal was labeled the Monotrol pedal, which revolutionized the industry. Later in the decade Hyster opened a R and D centre in Oregon that was concentrated on improving the design and performance of forklifts. The centre is still one of the world's top testing facilities in the materials handling industry.

In the 1960's Hyster experienced rapid expansion. Much of the manufacturing was shifting towards mass manufacturing. To keep up with the times Hyster was inclined to focus on the evolution of these mass markets. Consequently, in 1970, the XL design philosophy was born. The XL design philosophy allowed Hyster to provide superior quality at a more affordable 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 focus on developing industry leading lift trucks. The Hyster brand name was recognized throughout the globe for its commitment towards quality. This attention to excellence produced a lot of suitors for the business. In 1989, a large international corporation based in Ohio called NACCO Industries purchased Hyster and started an aggressive expansion strategy. NACCO quickly replaced the XL philosophy with a more driver oriented lift truck that focused on operator comfort, which is well-known as the XM generation of forklifts.

With the global change towards just-in-time management 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 United States, Italy, Netherlands, and lots of other places all over the globe. All of these investments have made Hyster a worldwide leader in the lift truck market. Recently, Hyster celebrated its 80th anniversary as an industry leader of materials handling equipment, which includes over three hundred assorted styles of forklift trucks.