

Terex Forklift

Terex Forklift Forklift Training - Terex Forklifts takes great pride in developing quality equipment that helps upgrade their customers' efficiency while standing by their mission to offer a cost effective yet consistent product line. Through several divestures and acquisitions designed to expand the product offering, Terex has recently expanded dramatically. They have enhanced their geographic coverage to make it possible for them to present quality standards and value for their broad consumer base.

Remaining an aggressive player in the mechanized equipment sector, Terex is forming a franchise under the Terex name brand. The business is incorporating their previous brand names for some of their items in conjunction operations the Terex trade name for a smooth transition process. Presently, Terex goods are principally marketed under the Terex name. A few of the following historic name brands and transitional names include: ATC, Amida, American Truck Company, American, Advance, Bartell, Benford, Bendini, Bid-Well, CMI, CMI-Cifali, CMI Johnson-Ross, Cedarapids, Canica, Comedil, Demag, ELJay, Franna, Fermac, Finlay, Fuchs, Genie, Hi-Ranger, Jaques, Load King, Morrison, O&K, Peiner, PPM, Powerscreen, Pegson, Reedrill, Schaeff, Simplicity, Standard Havens, Tatra, TerexLift, Telelect and Unit Rig.

Terex has had a consistent growth cycle. In 1995 Terex acquired PPM Cranes, in 1996, then Terex divested Clark Materials Handling. In 1997 Terex acquires Telelect and Simon-RO. BPI Handlers in Baraga, Michigan is also acquired this same year.

Acquiring O&K Mining and Payhauler in 1998, enabled Terex to grow their mining business. The same year their crane offering expanded their operations greatly with the acquisitions of Gru Comedil, TerexLift, American Crane and Peiner. A Light Building business soon followed in 1999 when Terex acquired Amida, Bartell and Benford. They quickly became a leader within the crushing and screening industry by acquiring Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane manufacturers were also added to Terex in 1999.

By the year 2000, Terex expanded into the Compact Equipment industry, acquiring Fermac who is a maker specializing in tractor loader backhoes. Their Light Construction business continued to expand operations with the acquisition of Coleman Engineering. This same year, Terex divested Moffett, Kooi and Princeton.

Terex beefed up its Roadbuilding division in 2001, operations with the purchases of Bid-well, Load King, CMI, Jaques and Atlas.

Several acquisitions in 2002 placed Terex along with the leaders in their respective categories. Terex became a leading crane business as Demag fills out the Terex Cranes product offerings. Advance Mixer places Terex within the concrete mixing industry. Acquiring German suppliers Fuchs and Schaeff placed Terex in a top position in the Compact Equipment class. Genie became a primary maker of Aerial Work Platforms. This busy year was completed business with the purchases of EPAC and Pacific Utility, which offered company-owned distribution for Terex Utilities.

A company called Tatra was acquired in 2003. This company produced heavy duty vehicles for armed forces and off-road commercial functions. Acquiring Combatel and Commercial Body the same year allowed Terex to continue to expand its company-owned Terex Utilities supply.

In the year 2004, Terex purchased a maker of surface drilling equipment used in mining, construction and utility industries, called Reedrill. Also in the same year, Noble CE (formerly referred to as Terex Mexico) was purchased by Terex. They design high capacity surface mining trucks and also fabricate numerous components for other Terex companies.