Hyster Forklift

Hyster Forklift Training London - Hyster is an international brand that builds greater than 300 different types of forklifts. However, it started as a producer of lifting machinery and winches. Most of its production was focused in the Pacific Northwest and dealt primarily with the lumber and logging industry. A couple years after the first forklift trucks were invented Hyster became synonymous with quality manufacturing. Over the preceding eighty years Hyster has continued to get bigger and develop its product line. The growth of its products coupled with its wish to stay service oriented has allowed Hyster to grow into the intercontinental player it is in our day.

The thirty years between 1940's and the 1960's saw a huge evolution in the number of products offered under the Hyster brand name. In 1946, Hyster opened a plant in Danville, Illinois that was exclusively committed to mass producing trucks. This allowed Hyster to drive its costs down and, simultaneously, offer a better quality product at industry competitive 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 started constructing container handlers in the US in 1959 to satisfy the ever expanding demand for transportation goods. In 1966, Hyster developed a technique for allowing a lift truck to go both forward and backwards using the same pedal. This pedal was termed 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 greatest testing facilities in the materials handling industry.

As demand for materials handling equipment continued to expand swiftly through the sixties, Hyster needed to reorient its concentration towards these new mass markets. As a consequence, in 1970, the XL design philosophy was born. The XL design philosophy allowed Hyster to offer better quality at a more reasonable cost. A further expansion in production capabilities was necessitated by the demand in Europe for Internal Combustion Engine Vehicles. To fill this hole, 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 known throughout the world for its dedication towards quality. This attention to excellence produced many suitors for the business. In 1989, a large multinational corporation based in Ohio called NACCO Industries bought Hyster and began an aggressive growth strategy. NACCO promptly replaced the XL philosophy with a more driver oriented truck that concentrated on operator comfort, which is identified as the XM generation of lift trucks.

The evolving needs of Hyster's customers, led by improvements in supply chain management, required Hyster to constantly innovate and invest in modern manufacturing technology throughout the next few decades. 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. In 2009, Hyster celebrated its eightieth anniversary as an industry leader of materials handling equipment, which consists of more than 300 various styles of forklift trucks.