Boost for Hyster Plans in Warehousing Market

Plans for Hyster Europe to enter the warehousing equipment market have been given an extra boost. The fork lift operations of Ormic, the leading Italian manufacturer, have been acquired by Hyster Europe’s parent company.

This will allow Hyster to offer its customers a full range of equipment, including pedestrian and ride-on pallet trucks, man-up and mandown turret trucks and order pickers, most of them as early as November.

Ormic products have an established reputation across Europe and, in conjunction with DECA, the Modena-based manufacturer acquired last September, will provide the basis for a new line of Hyster warehousing equipment.

“This deal will give us the opportunity to offer our customers the fullest possible range of materials handling equipment. We will not have to buy products in, or form alliances with other manufacturers”, stated Paolo de Chiara, Managing Director of Hyster Europe. “This will allow us to concentrate on identifying users’ needs and on satisfying them better and better. We will achieve this in close partnership with our dealers, who are committed to giving our customers the best possible service at the lowest overall cost.”