



HYSTER COMPANY

Americas Division

Hyster® National Accounts Account Announcement – May 2007

Account: Atlas Cold Storage

Address: U.S. Corporate HQ – Pendergrass, GA / Canada Corporate (Main) - Ontario

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Dealer: All – U.S. and Canada Dealers

Atlas Cold Storage has recently been added to the Hyster National Account list. I worked with Atlas Cold Storage for the last two years as a National Account Manager for EnerSys® before joining Hyster in April of this year. We will be targeting Atlas Cold Storage for Warehouse products as they are a Refrigerated / Freezer house.

Atlas Cold Storage is headquartered in Iceland, with North American HQ in Toronto, Ontario. The U.S. HQ is in Pendergrass, GA (about 60 miles north of Atlanta). They have two main divisions; the first is the “Public Warehouses”. These are owned, controlled and all run by Atlas Cold. All decisions are made through the Atlas chain of command. If you call on this facility you should be asking for a Site Engineer or Chief Engineer, who handles MHE.

The second area of the Atlas business is the 3PL arm. Atlas is in ventures with Kroger and some other customers where they will run the operations for them. Boston area has a fish plant (Peabody, MA) and Phoenix has a very large Kroger owned, Atlas run facility. In these facilities the customer (Kroger) decides with some guidance from the Atlas folks.

Atlas uses mostly Class 2 reach trucks. The majority spec is a 200 + inch 21“ battery compartment reach truck. Most of the Canadian operations are using Raymond trucks, and the U.S. is split between Crown and Raymond depending on the Chief Engineer, dealer capabilities and some AC vs. DC debate. There are Class 1 and 3 as well.

Last year I attended a meeting with all of the Chief / Site Engineers. Their concerns are local service and knowing how freezers affect equipment. Also, ENERGY COSTS are a huge concern. Reaching out to the Engineers would be a good way to start, talk fast charge, Reach trucks, your local service base or AC technology. Hyster is not classified as a preferred vendor yet. We are looking to meet with the Pendergrass Engineers in June 2007. Any field support or information you have that will help us in the endeavor would be greatly appreciated. Thanks for your support,

Steve Munton
Hyster National Account Manager

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