



HYSTER COMPANY

A Division of NACCO Materials Handling Group, Inc.
1400 Sullivan Drive, PO Box 7006, Greenville, NC 27834 (27835-7006)

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TO: Branch Managers, Operation Managers, Aftermarket Sales Managers, Parts Managers

SUBJECT: **New and Improved Fork Level™**

In December 2010 Hyster Company announced the **Fork Level™**, a simple and effective visual indicator that specifies fork blade tilt. It attaches easily to any forklift and is designed to mount between the overhead guard top and the outer mast channel. The mounting location provides the operator with a clear view of the fork level at all times. The fork level is accurate within 1/10 of one degree.

The **Fork Level™** is a new product to the market. In early April 2011 we were notified by the manufacturer that they were testing a new and improved model. Per the manufacturer the feedback they received by dealers and distributors was:

- the product should be a bit more solid and more professional looking
- the low price reduced the perceived value
- there wasn't enough price/profit for the dealers to be interested in selling the product

This feedback drove the manufacturer to both improve the product itself and establish a new pricing structure. The MSRP for the new and improved **Fork Level™** is \$179.99. The new model **Fork Level™** features steel mounting blocks which have made the product more robust and rigid.

The Fork Level™ can be installed in about 10 minutes and requires no tools. The highly visible fluorescent green color is easily seen by the lift truck driver. The industrial strength 3M™ adhesive secures the ForkLevel™, but can be easily removed for re-positioning or transferring to other lift trucks.

This tool can help save your customers money by preventing damage and enhancing lift truck driver productivity. Other advantages this product can provide your customers lift truck drivers are listed below:

- reduced inventory /product damage
- less pallet damage and weakening of pallets
- decreased rack and shelving damage
- more precise fork placement
- enhanced forklift operation efficiency / productivity
- potentially improve fork life

The Fork Level is a PDC stocked item. Order the Fork Level, **part number 4037455**, when placing your next stock order. Dealer Net Pricing = \$141.32 and Consumer List Pricing = \$179.12. Pricing is subject to change and above price is per each – price breaks available in quantities of 24 and 48.

Sincerely,
Bobby Hopkins
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Service Marketing and New Product Development
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