



HYSTER COMPANY

National Accounts

Hyster TM National Accounts Account Update – July 2006

Account: BPB – North America

Address: North American Headquarters, Toronto CA

NAM: Ken Kinsella

Dealer: All – North America

General Account Strategy: Support and grow the BPB business increasing our visibility and share in both the United States and Canada. The structure of this program includes an annual rebate to BPB based upon total annual unit purchases.

Current Opportunity: In December of 2005, Saint-Gobain acquired BPB worldwide, creating the world leader in building interior solutions. Specific James Hardy and Celotex locations were purchased and are now incorporated into the attached a BPB location guide – please note the following:

- o The company "BPB Canada Inc." used to be called BPB Westroc.
- o The company "BPB Manufacturing Inc." comprises units of Celotex, which BPB bought in 2000.
- o The company "BPB Gypsum Inc." is made up of former James Hardie Gypsum plants that BPB bought in 2002.
- o BPB also bought "Western Mining and Minerals Inc." in 2002.

Additionally, late in 2005 BPB announced 2 new plant site locations for 2006 - Roxboro, NC & Wheeling, WV.

Products / Applications: Cushion IC 8,000 to 15,000 lbs. with various styles of paper roll clamps – various smaller products in the 4-6k range in either IC or Electric. Applications vary by BPB location (see above).





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Recent Wins: BPB YTD activity includes 6 units ordered in 2006 with 8 additional units delivering in 2006 from late 2005 orders. With reasonable quotation activity and impending new plant projects order projections for US and Canadian needs this year are set at 20 units.

Challenges: Larger rolls, taller stacking requirements, and tighter aisle dimensions support the need for accuracy and to specify equipment correctly – the first time. Gypsum and similar severe duty applications drive the need for improved fleet management concepts supporting correct PM timing and tasking – making our equipment more reliable with improved uptime.

Next Steps: How Hyster Dealers can drive additional sales:

- o Call on the BPB locations in your territory.
- o Express knowledge of the NA relationship, use the existence of that relationship to build trust and seek out those incremental opportunities – service, allied, etc.
- o Educate the facilities on the new 7-12 IC product - let's build some excitement or anticipation of the product.

Sincerely,

Ken Kinsella

Manager, National Accounts
Hyster Company

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