



HYSTER COMPANY

Americas Division

SUBJECT: 2007 SWOTS Analysis

ACCOUNT: Georgia Pacific Corporation

BACKGROUND:

Georgia-Pacific Corporation, a subsidiary of Koch Industries is engaged in the manufacturing and distribution of pulp, paper, packaging and building products, tissues and related chemicals. It operates over 300 facilities in the US, Canada and 11 other countries. The company operates four businesses: consumer products, building products, packaging and paper.

The consumer products business is engaged in the manufacturing and marketing of tissue products, which include bath and facial tissue, paper towels, napkins, and disposable tabletop products (such as cups, plates and cutlery).

The company's building products business is engaged in the manufacturing and marketing of building products such as plywood, oriented strand board, industrial wood products and lumber, and non-wood products (which include gypsum products and chemicals).

The packaging business controls the company's packaging segment which primarily manufactures containerboards, corrugated containers and cardboards.

The paper business controls the company's bleached pulp and paper segment which is engaged primarily in the manufacturing of pulp and paper products such as office papers, bleached board, bleached and unbleached craft papers and hardwood and softwood pulp.

STRENGTHS:

- Strong relationships in Consumer Products and Packaging at corporate level.
- Dealer support throughout the Americas, and growing in Europe.
- Presenting RFID solutions through ID Systems, and Hyster Aftermarket programs.
- Hyster brand and performance is well respected by most GP plants.

WEAKNESSES:

- Wood Products Corporate level relationships require rebuilding.
- Linde is providing extended demo trucks and selling some trucks to selected Wood Products locations based on a perceived fuel economy advantage over Hyster diesel trucks.

OPPORTUNITIES:

- Gypsum Division is currently purchasing Hyster versus Cat and Toyota. Based on our measured performance we are striving to earn back this Gypsum business.
- Demonstrate our Productivity advantages over Linde's fuel economy, 1.9Liter VW engine.
- Exceed GP's expectations by testing perceived mast failures on S120XL product in the field. Provide an acceptable field inspection report in order to earn suspended Packaging new truck orders.





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THREATS:

- Slow growth of US corrugated container market
- Slowdown in US housing market, and lumber sales
- Additional sales of GP facilities in the US because of growing demand in Asia.

STRATEGY:

We are pursuing “Value Added” programs like ID Systems and Full Maintenance proposals for 2007-2008. We are introducing our Aftermarket programs and capabilities in the southeast for Wood Products support. Strengthen, and develop additional relationships throughout GP. Identify a new Hyster Champion in the Wood Products Division. Remain close to Jay Rittenhouse, Gypsum Division. Encourage Hyster Dealers involvement at all GP locations providing exceptional dealer support.

