



The Safe Choice

HYSTER COMPANY

Americas Division

SUBJECT: 2009 SWOTS Analysis

ACCOUNT: NewPage

Newpage Corporate Contact: Fred Hadra

Hyster Account Manager: Scott O'Brien

Hyster Account Administrator: Sammie Starr

Hyster Industry Manager: Jerry Davidson

ACCOUNT PROFILE:

Headquartered in Miamisburg, Ohio, NewPage Corporation is the largest coated paper manufacturer in North America, based on production capacity with more than 4.3 billion in net sales. Our product portfolio is the broadest in North America and includes coated freesheet, coated groundwood, supercalendered and specialty papers. These papers are used for corporate annual reports, high-end advertising brochures, magazines, catalogs, books, coupons, inserts, packaging applications and direct mail advertising.

Products such as Signature True®, Sterling® Ultra, Focus® Plus, Anthem®, Vision® Plus, Escanaba® Plus and Dependoweb® Plus have all raised the standards when it comes to coated paper.

STRENGTHS:

- Many of the NewPage facilities were formally owned by MeadWestvaco. Hyster has a presence at several NewPage locations.
- Hyster Capital has Master Lease in place with NewPage

WEAKNESSES:

- Because of the weak economy NewPage is shut down and sold of some of their Paper Mills.
- Fred and I have not been able to meet in person in 2008 which will develop a personal and business relationship

OPPORTUNITIES:

- 2 Hyster units to quote at Wickliffe, KY

THREATS:

- No primary suppliers
- No Supplier loyalty
- Two of NewPage's mills (Escanaba, MI and Rumford, ME) do not have plans to purchase or lease new trucks in 2009

STRATEGY:

- Meet with Fred Hadra January 2009 to discuss a supplier agreement
- Invite Fred to the Pro-Mat Show

