



HYSTER COMPANY

Americas Division

SUBJECT: 2007 S.W.O.T.S ANALYSIS

ACCOUNT: PLASTIPAK

BACKGROUND:

Plastipak is a leading producer of plastic containers with headquarters in Plymouth, MI. The company is expanding and now has ten locations not including the Absopure joint venture operations. Pineville, La is the newest location and we do enjoy their business.

STRENGTHS:

Strengths include our relationships at some local facilities.

The Champaign, IL. location is one of the biggest and MH has a full maintenance package in place. And the Pineville, LA. facility is well supported by Deep South. MH in Dayton, OH. worked hard to stay with the customer when we were replaced by Toyota and we recently got an order for seven units. A Fortis demo was well received in Champaign with a subsequent order in 2006.

WEAKNESSES:

Weaknesses include product issues with both LP and electric units and lack of consistent dealer service. Hyster was replaced by Toyota in some locations and Crown in others.

OPPORTUNITIES:

Opportunities include the upcoming exposure of the E50Z unit in Jackson Center. The units will be equipped with total AC set up which should resolve some past motor issues. We did get some early business from Absopure which we may be able to build upon.

THREATS:

Threats include the influence of Toyota in several locations. And some tarnished relationships are difficult to repair.

STRATAGY:

Strategy is to ensure product acceptance at Jackson Center and to spread the word throughout the Plastipak organization. We are monitoring the full maintenance program in Champaign in hopes of developing a synopsis to present to Plastipak corporate.

