

Online Direct Mail Ordering - Hyster

This program gives you the ability to order customizable direct mail marketing pieces and promotional flyers or posters at anytime. With this program you have control over your dealership's direct mail marketing campaign. You can order in bulk and have them shipped directly to your dealership or you can upload your mailing list and have them mailed directly to your customers... It's your choice.

If you need more information about the program please contact Amy McDearmon at email : amcdearmon@foxfireprinting.com

Phone: (302) 368-9466 ext-255

If you have difficulty placing online order or technical issues you can write to weborder@foxfireprinting.com .

IMPORTANT NOTE:

To order you must already be enrolled for the 'Direct Mail' promotion program, if you are not enrolled and would like to get started with the 'Direct Mail' program you must contact:

Kenny Card

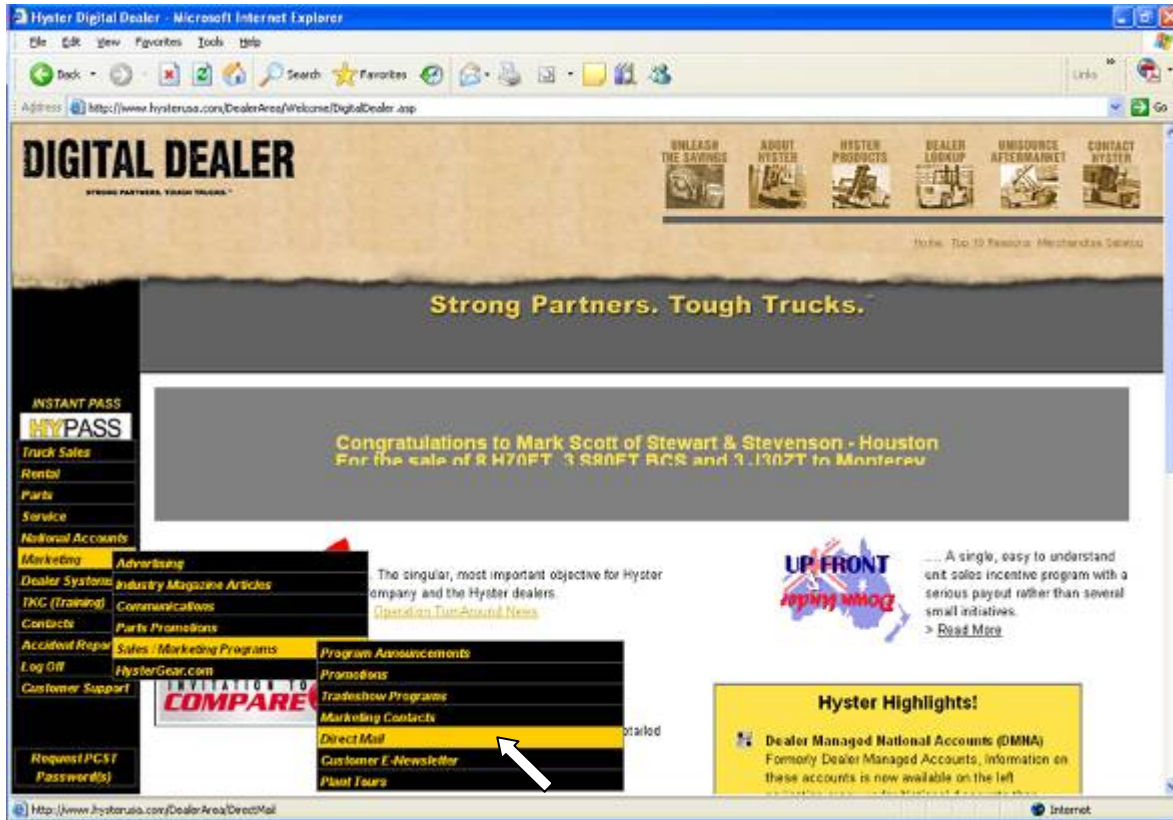
Sales Promotion Specialist

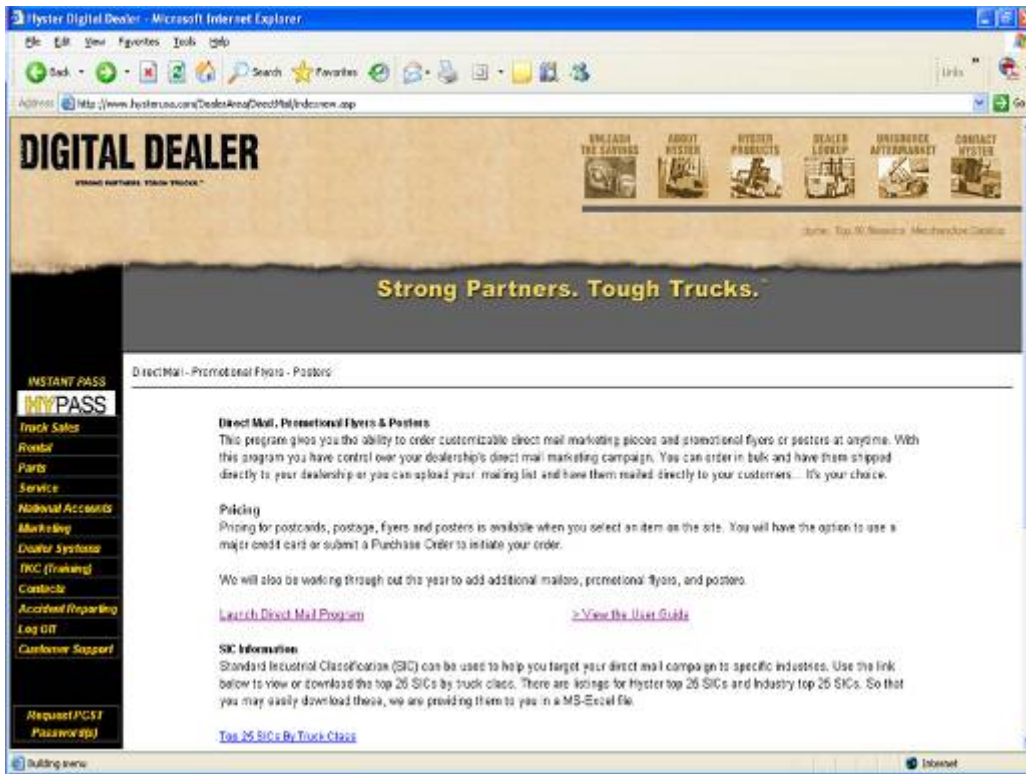
Phone: 252.931.5663

Email: k.card@hyster.com

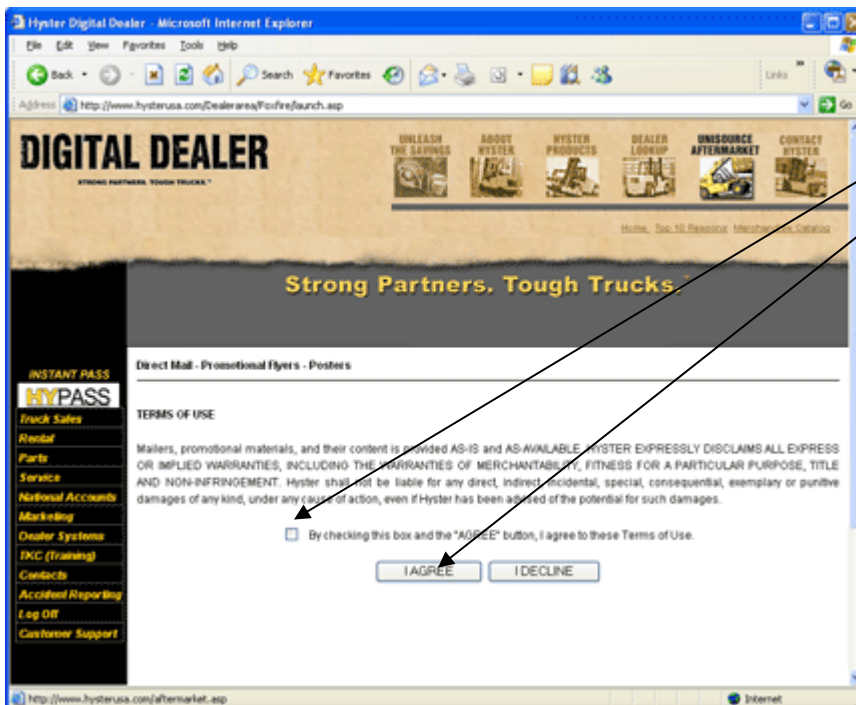
Fax: 252.931.5682

- To start ordering 'Direct Mail' please log on to Hyster Dealer Site then click on the Marketing section → Sales / Marketing programs → Direct Mail. The image below gives you an idea where the Direct Mail ordering option is located on the Hyster Dealer website.





Once you click on 'Direct Mail' option, you will then be taken to the direct mail program landing page. To access the online direct variable mail ordering web page, click the link to Launch Program.



You will then be required to agree to the Terms of Use for this program. Once you check the box and click the "I Agree" button you will pass through to the online direct variable mail ordering web page.

IMPORTANT NOTE:
To order you must already be enrolled in the direct mail promotion program, if you are not enrolled please check Page No 1 of this document for getting started.

- Next you will see a list of Hyster truck series. Choose the series for which you want to order items.



DIGITAL DEALER

Catalog
Shopping Cart
Order Manager
Info Center
File Manager

[Log out](#)

Catalog Search Catalog: All Categories Search for:

Select a subcategory or product from the list below.

Records 1 - 6 / 6

Search Results	
Electric Counterbalanced	Electric Rider Trucks
Narrow-Aisle	Narrow Aisle Trucks
Motorized Hand	Motorized Hand Trucks
IC Cushion Tire	Cushion Tire Trucks
IC Pneumatic Tire	Pneumatic Tire Trucks
Parts and Service	Parts and Service

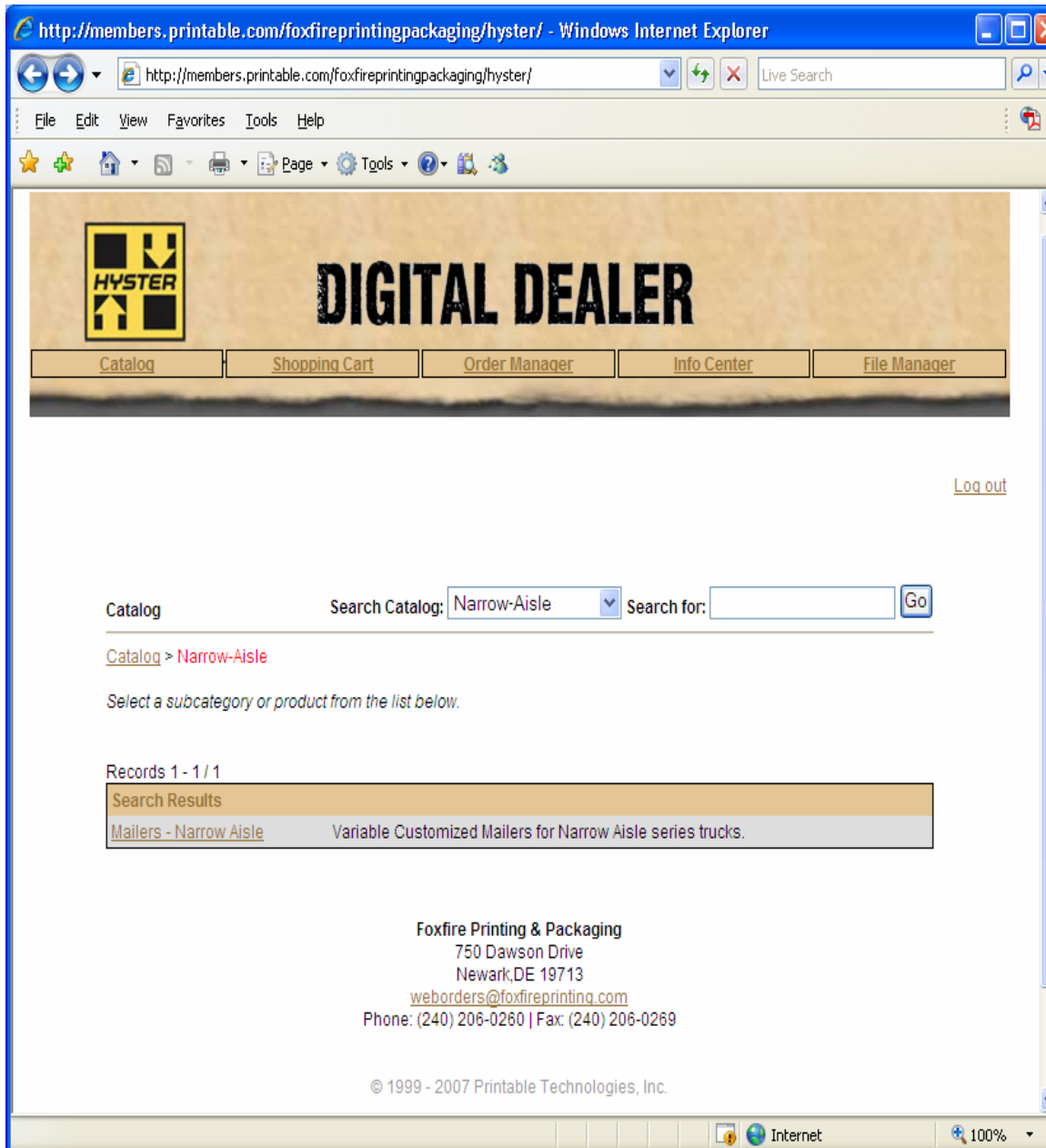
Records 1 - 6 / 6

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 Newark, DE 19713
weborders@foxfireprinting.com
 Phone: (240) 206-0260 | Fax: (240) 206-0269

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- Once you select a truck series, you will be shown a list of available promotional product categories. At present you can order
 - o 'Mailers' (Complete variable direct Mail postcards with customer database, dealer information and images for customization)
 - o 'Bulk Mail' postcards (Dealer information and images can be customized but no customer database needs to be supplied)
 - o Flyers.



- Note that you may also use the search function to look for the item

- Select a truck series from the list, and you will see a detailed list of available items for that truck series. Below is an example for 'Hyster Reach Series'.



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Catalog

Search Catalog: All Categories Search for:

[Catalog](#) > [Narrow-Aisle](#) > [Mailers - Narrow Aisle](#)

Select a subcategory or product from the list below.

Records 1 - 1 / 1

Search Results	
Hyster Reach Series	Hyster Reach Series Truck Mailers
	Option I
	Option II
	Option III

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- Select an item, and the available versions of that item will be described



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Catalog Search Catalog: All Categories Search for: Go

[Catalog](#) > [Narrow-Aisle](#) > [Mailers - Narrow Aisle](#) > [Hyster Reach Series](#)

Select a subcategory or product from the list below.

Records 1 - 3 / 3

Search Results	
Reach Series - Option I	Option 1: Want to find out what makes the Hyster® Reach Series Lift Trucks unique? The Hyster AC Reach Series is "Right" ... Right for your Business and Right for your Operators. AC Power, CANbus communication system, electric steer, and regenerative lowering all contribute to the durability and development of the Hyster Reach Trucks. And two operator compartments are offered, Fore/Aft Stance and Side Stance. The Hyster "Drive-Rite" design provides excellent visibility, efficiency, and the right platform for your application.
Reach Series - Option II	Option 2: How can you double your productivity without doubling your fleet? With the New Hyster® ZR Reach Trucks... The Hyster ZR series can increase your productivity by up to 25% per day. How? By using state-of-the-art technology such as AC motor controls. Not just AC traction motors like many of the competition. 100% AC controls. This means the fastest lift speeds, fastest travel speeds, and fastest average lowering speeds available.
Reach Series - Option III	Option 3: Does saving money grab your attention? If so, then you need to grab hold of a Hyster ZR Reach truck. AC traction and hoist motors help reduce maintenance through a simpler design and the elimination of brush replacement. Regenerative lowering improves battery efficiency. Sealed load wheel bearings reduce greasing requirements. And brushless steering and auxiliary motors help reduce maintenance time and cost - all of which equals a lower total cost of operation saving you money.

Records 1 - 3 / 3

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- Select an option
 - If the promotional item contains variable data (customer name & address), you will be asked to provide a data file

The screenshot shows the Hyster Digital Dealer website interface. At the top is the Hyster logo and the text 'DIGITAL DEALER'. Below this is a navigation bar with links: Catalog, Shopping Cart, Order Manager, Info Center, and File Manager. A 'Log out' link is in the top right corner.

The main content area shows a search bar with 'Catalog Search:' and a dropdown menu set to 'All Categories'. Below the search bar is a breadcrumb trail: [Catalog](#) > [Narrow-Aisle](#) > [Mailers - Narrow Aisle](#) > [Hyster Reach Series](#) > [Reach Series - Option I](#).

Below the breadcrumb trail is a link: [Data Source](#) > [Mapping](#) > [Proof](#).

The main section is titled 'Step 1: Specify Data Source' and contains two options:

- Upload New File**
 - ☐ Comma delimited
 - ☐ Tab delimited
 - ☐ Other delimiter
 -

To upload a data file to use right now, select "Upload New File" above, select the appropriate delimiting option, click browse to select the local data file, then click Continue below to map the new fields in the upload file to the fields in the template.
- Use Existing File** (selected)
 - [View database map for this item \(template fields\)](#)
 - [View images for this template](#)
 -

To use an existing data file right now, select "Use Existing File" above, select the desired file from the drop-down list, then click Continue below to map the new fields in the existing file to the fields in the template.

At the bottom of the form is a button.

Below the form is contact information for Foxfire Printing & Packaging:

Foxfire Printing & Packaging
 750 Dawson Drive
 Newark, DE 19713
weborders@foxfireprinting.com
 Phone: (240) 206-0260 | Fax: (240) 206-0269

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- To process a previously uploaded file, select the “Use Existing File” radio button, and click Continue
- To upload a new file, select the proper file delimiter radio button
 - Click the Upload New button
 - Browse to the data file
 - Click Upload

- File Format Recommendations
 - Our suggested method is to create an Excel spreadsheet based on supplied template and save it as a **.csv type (comma-delimited) file**
 - The first record in the file must contain field titles
 - **We will send you a template file** that contains the file format – the upload file should match the template, and should not contain extra fields/columns
 - Use descriptive file names
- After selecting or uploading a data file, you will be prompted to match data file fields to system fields



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Catalog
 Catalog Search: Search for:

[Catalog](#) > [Narrow-Aisle](#) > [Mailers - Narrow Aisle](#) > [Hyster Reach Series](#) > [Reach Series - Option I](#)

[Data Source](#) > [Mapping](#) > [Proof](#)

Step 2:
 Map your database fields to the template fields.

Template Fields	Database Fields	Sample Data
Customer First Name	First Name	Zuber
Customer Last Name	Last Name	Jafri
Company Name	Company Name	Printable Solutions
Customer Address 1	Address 1	700 Prince Georges Blvd
Customer Address 2	Address 2	2nd Floor
Customer City	City	Upper Marlboro
Customer State	State	MD
Customer Zipcode	Zip	20774

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- You must match a data file field (database column) to each system field (template column)
 - o Click the drop-down arrow on the combo-boxes to select the proper field
 - o A data record is displayed to help you verify your selections

**HERE WE WOULD RECOMMEND THAT DEALERS USE THE SUPPLIED
DATABASE TEMPLATE (SPREADSHEET)**

- When you are done mapping fields, click Continue
- You will then customize and proof your promotional item on the next screen

GO TO NEXT PAGE

[Log out](#)



DIGITAL DEALER

[Catalog](#) | [Shopping Cart](#) | [Order Manager](#) | [Info Center](#) | [File Manager](#)

Catalog Catalog Search: [All Categories](#) Search for: [Go](#)

[Catalog](#) > [Narrow-Aisle](#) > [Mallers - Narrow-Aisle](#) > [Hyster Reach Series](#) > [Reach Series - Option 1](#)

Step 3: Review Proof

[Data Source](#) > [Mapping](#) > **Proof**

Specify which records to review in the proof.

Specify Records to Preview:

☐ First and Last Records

☐ Shortest [▼](#)

☐ Longest [▼](#)

☐ Custom Record Number (between 1 and 5)

[Back to Mapping](#) [Refresh Item Preview](#)

Select the options common to all records.

Dealer Name

Dealer Address

Dealer City

Dealer State

Dealer Zipcode

Dealer Website

Dealer Phone

Dealer Email

Dealer Logo [Browse...](#)

[Upload](#)

Dealer can upload 1.25in x 1.25in logo image.

Truck Image 1 [Browse...](#)

Truck Image 2 [Browse...](#)

Call to Action Options [Browse...](#)

[Browse...](#)

Please select 'Call to Action Option' from the drop down list. You can click BROWSE button and read Action text.

Action Option Contact

Action Option Phone

Action Option Free Item

Action Option Image [Browse...](#) [Upload](#)

Dealer can upload 1.0in x 1.0in salesperson or give away item image.

Item Preview

Please fill out the form and click "Refresh Item Preview" to view your proof.

[Refresh Item Preview](#)

Pricing: [View](#)

Quantity: 5

Purchase Method: [▼](#)

Cost Center: [▼](#)

Shipping: [▼](#)

[Continue >>](#)

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- The first section on this page allows you to specify records to be proofed. The shortest and longest options allow you to verify that the data you provided fits on the piece the way you expect.

- The next section allows you to specify characteristics that will be common to each item produced for the data file (customer database).
 - o You must enter your Dealer information (name, address, etc.)
 - o You can upload your dealer logo
 - o Select images to appear on the item from the list
 - o Choose a 'Call To Action option'
 - Click on 'Browse' button to view the available option's
 - Click on an image to view a larger version
 - o Depending upon which action option you choose, you will have to specify action option parameters
 - Action Option Contact
 - Action Option Phone
 - Action Option Free Item
 - Action Option Image (this can be a contact image or free item image)
- **Please review the proof to verify that the data provided and the options you have chosen work well together**
- Click the Refresh Item Preview button to see a 1-sided proof.
 - o Clicking the proof image will open a larger image of the proof.
 - o Clicking the **View PDF** button will display both sides of a 2-sided item in Acrobat (Adobe Acrobat Required)
 - o Please note that the proof is not a high-resolution image
- After verifying the proof,
 - o select the Quantity (For variable mailer orders the quantity will be automatically selected for you)
 - o Select the Purchase Method
 - o Select Cost Center
- Choose your shipping option
 - o Choose from available UPS options
 1. UPS Ground
 2. UPS 2nd Day Air
 3. UPS Next Day Air
- **For Variable Mailing postcard items ONLY:** If you want the items delivered directly to the US post office for mailing, please contact Amy McDearmon at email : amcdearmon@foxfireprinting.com . For direct post office drop you will have to provide the type of mailing you want to do (1st Class or Standard presorted). For pre-sorted mailing, the address file has to be CASS certified. Benefits for pre-sorting the address files are in shipping cost.
- Click the 'Continue' button, and the View Cart window will be displayed
 - o You have the option to select and order items

- o Edit or Remove Items
- If an item is not ready to order, you will see a message highlighted red and marked “Incomplete”. You must fix the missing or invalid date before the item can be ordered



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Current Shopping Cart Catalog Search: All Categories ▼ Search for: Go

[Catalog](#) > [Motorized Hand](#) > [Bulk Postcard - Motorized Hand](#) > [B60-80ZAC - SERIES POSTCARDS](#) > [B60-80ZAC - Option 1](#)

Thank you! **B60-80ZAC - Option 1** has been added to your Current Shopping Cart.

The items listed below are in your current shopping cart. Choose an option from the drop-down list below to proceed.
You may also [continue shopping](#) or return to [last item ordered](#).

Select	Part Number	Ship Method	Description	Quantity	Price
Incomplete 	 VDP-Reach Series - Opt...	Standard	Option 1: Want to find out what makes the Hyster® Reach Series Lift Trucks unique? The Hyster AC Reach Series is "Right" ... Right for your Business and Right for your Operators. AC Power, CANbus communication system, electr * This item has not been personalized completely. It cannot be ordered at this time. Please click on the Part Number link to complete this item.	200	\$403.00
☒	 B60-80ZAC-I-POST-	UPS Ground	Option 1: Want to find out what makes the Hyster B60-80ZAC series unique? These end control walkie/rider trucks are "Right" ...Right for your Business and Right for your Operators. Utilizing the latest advancements in AC Traction Control techno	200	\$403.00

Subtotal: \$806.00

Select All
Clear All

Options Order Selected Items Now ▼ Go

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- Checkout
 - o Enter the Shipping & Billing Information and any special instructions
 - o Click Next

[Log out](#)



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Catalog
Shopping Cart
Order Manager
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File Manager

Checkout

Shipping Info > Billing Info > Place Order > Print Receipt

Please enter your shipping information for the items listed below. To narrow your office location search, enter an office location description, city, state or zip code in the text-box below and press Go.

Search for

Office Locations:

Company:

Attn:

Addr1:

Addr2:

Addr3:

Addr4:

City:

State/County:

Zip/Postal Code:

Country:

Ship To	Ship Method	Part Number	Description	Quantity	Price	Instructions
above	UPS Ground	B60-80ZAC-I-POST-	Option 1: Want to find out what ...	200	\$403.00	

Subtotal: \$403.00

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Note: You will have to allow pop-ups from the website in order to see the credit card information window.

Checkout

Credit Card Info

Please enter your credit card information for the items listed below.

Credit Card Type:

Credit Card Number:

Expiration Date:

First Name on Card:

Last Name on Card:

Phone Number:

Search for

Office Locations:

Company:

Attn:

Addr1:

Addr2:

Addr3:

Addr4:

City:

State/County:

Zip/Postal Code:

Country:

Part Number	Description	Quantity	Price
	Option 1: Want to find out what makes the Hyster B60-80ZAC series unique?		
B60-80ZAC-I-POST-	These end control walkie/rider trucks are "Right" ...Right for your Business and Right for your Operators. Utilizing the latest advancements in AC Traction Control techno	200	\$403.00

Subtotal: \$403.00

Shipping: \$5.26

Tax: \$0.00

Total: \$408.26



DIGITAL DEALER

[Catalog](#)
[Shopping Cart](#)
[Order Manager](#)
[Info Center](#)
[File Manager](#)
[Log out](#)

Checkout

[Shipping Info](#) > [Billing Info](#) > **Place Order** > [Print Receipt](#)

*Your order has not yet been submitted. Please review the ordering information below. If you need to modify any of the information, click on the appropriate [link](#) to do so. If all the information is correct click **Finish** below to complete the ordering process.*

[Ship to](#)

Hyster Corporation
Attn: Mr. Dealer
750 Dawson Drive
Newark DE 19713
USA

[Bill to](#)

Hyster Corporation
Attn: test test
750 Dawson Drive
Newark DE 19713
USA

Purchase Method

Credit Card: [\(last 4 digits\) 17-3974](#)

Estimated Ship Date	Ship Method	Part Number	Description	Quantity	Price
6/11/2007	UPS Ground	B60-80ZAC-I-POST-	Option 1: Want to find out what makes the Hyster B60-80ZAC series unique? These end control walkie/rider trucks are "Right" ...Right for your Business and Right for your Operators. Utilizing the latest advancements in AC Traction Control techno	200	\$403.00

Subtotal: \$403.00

Tax: \$0.00

Shipping: \$5.26

Total: \$408.26

Please click only once to submit order

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- Menu Bar Items
 - o Catalog
 - Takes you back to the list of Hyster products
 - o Shopping Cart
 - View, Edit, and Delete items in your cart
 - Process your order
 - o Order Manager
 - View the status of previously placed orders
 - o Info Center
 - View Contact Information
 - o File Manager
 - Upload data files

Note: If your login has timed out due to a period of inactivity, the menu options will take you to hysteramericas.com and you will be forced to log on again.