

MATERIAL HANDLING EQUIPMENT

REIMAGINING HOISTS, PLATFORMS AND REINVENTING THE WHEEL

Lift it, hold it and move it — that's material handling in a nutshell. But from a product design standpoint, material handling, lifting and staging products are adding advanced features and innovative designs at a staggering pace. These nine companies are shouldering the load.

JLG INDUSTRIES

"JLG understands that ladders and scaffolding are not often the most efficient or safe solutions for a situation, which is why JLG has introduced multiple new low-level access solutions in recent years, including the JLG EcoLift series and the LiftPod," says Randy Marzicola, director, channel development, JLG Industries Inc. "These products improve safety and productivity, making them a desirable alternative to ladders and scaffolding for facility, safety and trade professionals."



MARZICOLA

The EcoLift series significantly improves productivity for end-users, while its innovative features make it an excellent value for owners. Its innovative lift/lower mechanism operates simply by turning a handle and the machines operate without batteries, hydraulics or oil for ease of use and low maintenance. Clean, quiet, and compact, the EcoLift series allows operators to work without disrupting sensitive or low-noise environments.

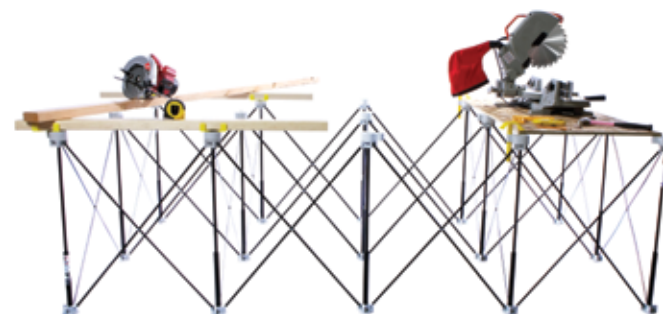
Made of construction-grade materials, the rental-ready lifts offer unlimited lift cycles and can be used 24/7, contributing to a low total cost of ownership. The EcoLift 50 has a working height of 10 feet, 11 inches and the EcoLift 70 has a working height of 13 feet, 2.5 inches.



JLG's nonmotorized EcoLift 70 has a working height of 13 feet, 2.5 inches. JLG's Liftpod 140 is powered by a 40-volt battery and reaches a platform height of 13 feet, 6 inches.

"LiftPod personal portable lifts are also ideal alternatives to ladders and scaffolding," Marzicola adds. "Their telescoping mast allows workers to stand in an enclosed platform (with a capacity of 330 pounds) and move hands-free with a 360-degree range of motion. They are powered by a dependable 40-volt Lithium-ion battery."

LiftPods are easily assembled and are easy for one person to maneuver. Two models are currently available in North America — the LiftPod FT70, with a working height of 13 feet (platform height of 7 feet), and the LiftPod FT140, with a working height of 19 feet, 6 inches (platform height of 13, feet 6 inches).



This is a centipede you'll want to have around. The Centipede portable work system features a clever 4x8-foot platform that can hold 3,000 pounds yet folds to 9x14 inches for easy portability.

CENTIPEDE TOOL

Centipede Tool is the product development company responsible for bringing the Centipede portable work system concept to life with a crowd funding strategy that saw it launched into the world's largest home improvement and hardware retailers less than two years later.

The Centipede portable work system is an industrial strength platform capable of supporting thousands of pounds wherever it is needed and folds up compact to be stored out of the way when it isn't.

"Come to booth #600-602 to learn why this system won an Editor's Choice Award from *Tools of the Trade* magazine and see why both *This Old House* and *Pro Remodeler* magazines included it in their most recent Top 100 New Products lists," says Centipede Tool managing partner, Keith Fyhr.

"Though it only weighs 29 pounds and is compact enough to carry over your shoulder, the Centipede Super XL supports 3,000 pounds

with 15 steel struts instantly set up over a four- by eight-foot area. We expect a temporary workbench or table base and material handling solution like this will bring value throughout the supply chain of an industry focused on light construction, industrial and related products."



FYHR

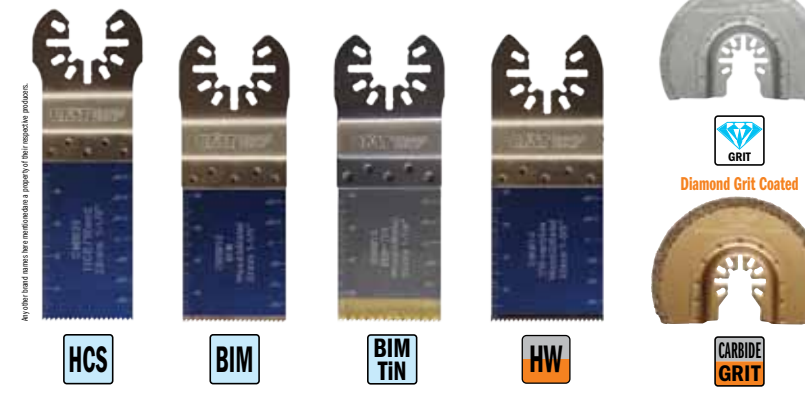
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JET JLH Series lever hoists are ideal for heavy-duty use and come standard with slip-clutch overload protection. JET JLP-A hoists for lighter-duty jobs feature a patented brake-wear indicator.

JET

JET's new JLH Series and JLP-A Series Lever Hoists have added key safety and durability improvements that boost productivity and minimize downtime for a wide range of industrial lifting, pulling and holding applications. JET JLH Series Lever Hoists are ideal for heavy-duty use and JET JLP-A Series Lever Hoists are designed for lighter-duty applications.

"JLH Series lever hoists now come standard with slip-clutch overload protection which prevents the hoist from lifting or pulling loads that exceed its rated capacity, yet is easy to reset," says Scott Mieras, JET product manager. "An improved, two-step, free-chaining system provides quicker hoist positioning and take-up of chain slack. The system is engineered not to free-chain under load.

New handles and redesigned, ergonomic grips on JLH Series lever hoists have a progressive offset design that provides more clearance between the operator's hand and the load chain. JET's patented single-piece brake design fuses three crucial components to form the industry's safest and most dependable brake system, backed by a lifetime warranty. JLH Series brakes also utilize Weston-style, double pawls that split the load to opposite sides of the ratchet gear for load security.

Internal parts are case-hardened and have a corrosion-resistant coating. Corrosion-resistant, Grade 100 load chain provides extra strength.

JET's JLP-A Series Lever Hoists feature a patented brake-wear indicator that shows when to replace worn friction discs. These lighter-duty industrial hoists also feature JET's exclusive dual-pawl, Weston-style brake system.

"JLP-A Series lever hoists are equipped with alloy-steel, 360-degree rotating hooks that slowly stretch if overloaded," Mieras adds. "Shipyard hooks also are available. Cast steel safety latches are secured with Allen screws and lock nuts. They also feature lightweight design, heat-treated load plates and Grade 80 corrosion-resistant chain. And JET JHL Series and JLP-A Series lever hoists comply with ANSI/ASTME B30.21 and HST-3 standards."

ALL MATERIAL HANDLING

"There are many influences in the manual hoist market, from regulations and standards to brand loyalty," begins Peter Brettner, president of All Material Handling. "Basic manual lifting technology and governing standards have not changed appreciably in decades. However, many brands and their products have. Legacy product patents have expired, allowing the best technologies to be available from others. When the best designs are retooled, the opportunity exists to make improvements with new materials and processes that can improve function and cost."



This may be the greatest fear for legacy brands, resulting in tactics to retain market share and customer loyalty. Utilizing non-descriptive numbers to identify a product is an effective way to eliminate competition. This is not a new tactic but a very effective way to hide the product configuration. There are other tricks of the trade that involve assisting customers to develop a product specification that can only be met by their brand.

Fortunately, many customers are now furnishing full description of their request for quote and many of the once unique features are now available from others.

"AMH is one of the other companies that takes pride in bringing quality product to market with the best features and price. Our new X5 Series of lever chain hoist is an example of our efforts. The X5 series is one of the lightest and most compact units in the market. X5 series capacities include 3/4, 1 1/8, 1 3/4, 3 1/2, 7 and 10 tons, offered with the best features in the industry.

"The X5 name reflects its design factor — the hoist's ultimate strength is five times its working load limit — which meets requirements of ASME HST-3 Appendix A for chain hoists used in marine and other applications as required by the U.S. Department of Defense (DOD). Take time to compare with the best and you may conclude AMH is the better choice."

All Material Handling's X5 premium chain lever hoist has bolted hook blocks which allow 100 percent inspection per ASME B30 requirements. The X5 is offered in capacities from 3/4 to 10 tons and every factory quality test is traceable and tracked in the AMH database.



The support masts of Sumner MacRacks nest into their bases by pulling plunger pins. The entire racks fold in seconds for easy storage and even stack on each other for transport.

SUMNER MANUFACTURING

Sumner builds material handling carts used mostly at the job site. They offer major features such as structural sound stability, safe operation, numerous functions and economical prices, but foremost, they must save the user time. If Sumner carts can save an hour or two of job site time per day, it takes only a few days of cart use for the contractor to realize a return on his investment.

But what about the hidden cost of material handling carts? For instance, do carts take up so much room in the truck that several trips have to be made to get them to the job site? How about storage when the cart isn't being used? Warehouse floor space costs money and will the contractor lose money paying for needless warehouse space?

"Sumner carts use the same modular frame with folding parts so that a variety of carts can stack on top of each other saving both transport and storage space," explains Rob Collins, Sumner's president. "The major challenge of material handling manufacturers today is rapidly rising freight cost. Shipping a pre-assembled material cart is becoming cost prohibitive and more manufacturers will have to resort to shipping material carts as an assembly kit. New issues are now created such as cart structural strength, assembly time and who pays for the assembly, the distributor or the contractor? Assembly is unpopular to both parties and designing material carts that quickly assemble will be the trend in the future."

STELLANA US

Tool and material handling benches, carts and workstations are invaluable for organizations but they are all vulnerable where the rubber hits the road. Polyurethane wheel and tire design has changed very little over the past 30 years. However, electric lift trucks have become bigger and faster and are able



Reinventing the wheel sometimes means just that. Smoothy90 polyurethane press on tires from Stellana stay almost perfectly round under heavy loads yet retain their sure-footed "road feel."

to carry heavier loads in larger warehouses. These improvements call for a tire that can perform at the highest level under these circumstances.

"We have come to a crossroads in tire load-carrying capability, truck design, driver safety, and comfort," says Mark Shea, president of Stellana. That's why Stellana has created the Smoothy90 tire. Until now, when a lower durometer tire fails, the only solution has been a 95 Shore A tire. This compromise is a safety



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and ergonomic trade-off. At 95 Shore A, tires lose traction and ride quality and the operator is left with an unsafe and uncomfortable ride. Smoothy90 eliminates the need to compromise.”

The Smoothy90’s zero TIR design and advanced polymer ensures the best ride while maintaining the load-carrying capacity of tires of higher durometer. This means the tire is nearly perfectly round at a softer hardness. The tire also reduces heat build-up by almost completely eliminating hysteresis. Less heat leads to longer tire life, less change-overs, and more up-time. Additionally, there is almost no truck vibration.

“Smoothy90 maintains its roundness even after it is pressed onto the hub. That is something our competitors cannot claim,” states Michael Scoon, director of global sales and marketing. “With mast heights exceeding 50 ft., the slightest vibration can cause mast sway, making the drivers uncomfortable.”

SUNEX TOOLS

As consumer behavior has shifted toward a stream-lined purchasing experience, Sunex Tools has launched the Rapid Ecommerce Development (RED) program to help its distributor partners reach their industrial and automotive customers.



NORTHCOTT

“First and foremost the RED program is a drop-ship program,” explains Tom Northcott, Sunex director of sales. “It’s a way for distributors to be able to deliver our products to their customers without investing capital or maintaining an extensive inventory. With the RED Program, partners will be able to post and sell thousands of Sunex SKUs on their websites.”

“The program was extremely well received by our e-commerce partners,” says Northcott. “We knew we had



The Makinex Powered Hand Truck has won numerous awards for its ingenious ability to allow one person to lift and move objects weighing up to 309 pounds.



Sunex Tools' model 7708 Car Dolly set enables one person to safely lift and move cars and trucks with tires up to 12.8 inches wide.

to expand it so all our partners could benefit from it as well. We want to make sure that we’re not only delivering quality products, but also continuing to support our distributors.”

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One recent Sunex Tools solution is the model 7708 Car Dolly set which enables one person to safely lift and move cars and trucks with tires up to 12.8 inches wide. Each dolly opens up to a wide 24 inches and has an oversized diamond plate pedal that protects users from stubbing their toes on vehicle wheels. Each dolly has a 1,500-pound capacity, which makes a set capable of moving virtually any passenger car, truck or SUV.

MAKINEX CONSTRUCTION PRODUCTS

Australian-owned Makinex has been designing, developing and distributing innovative products since 2004, providing solutions to the construction, landscaping, equipment hire, infrastructure and related industries. Its products, including the Powered Hand Truck, have won numerous industry awards.

Makinex Construction Products' Powered Hand Truck replaces the need for a forklift and has the potential to cut shoulder and back injuries in the workplace by 34 percent. This universal material handling solution enables one person to safely lift and load small equipment or bulky goods weighing up to 140kg (309 pounds). It provides a quick and easy alternative to using a forklift or tailgate loader for small loads.

“Makinex is about making inefficiencies extinct, where the name itself comes from this driving force,” says CEO Rory Kennard. “Makinex strives towards continuous improvement by finding unique, innovative and practical product solutions that provide the construction and rental industries with a better way to do their jobs to save time, physical effort and money.” **CS**

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