



Green Experts in Frozen Logistics

Clark forklift trucks as the cool solution for fresh vegetables, in use at food supplier Pasfrost in Belgium. Page 2



Impressions of the Mega-Event

A highlight of 2008, at the end of May: Clark Europe GmbH made a big impression at the world's leading trade fair for intralogistics, CeMAT in Hannover. Pages 3-5



Good morning Bulgaria!

Favourite new forklift on the Black Sea coast: forklift drivers at Hayat have great confidence in the capabilities of Clark machines. ... Page 7

EDITORIAL



Egon Strehl
Managing Director
Clark Europe GmbH

Dear Readers,

Today's complex expanded logistics networks place particular significance on the possibilities of reliable material handling technology. To put it another way: even the longest journey begins with a single step. For this reason, thousands of users all over the world have been choosing forklift trucks and services from Clark, above all others, for decades. What makes Clark so successful in all industries, on all continents, in all areas of application? Is it the high standard of performance, the low acquisition, installation and maintenance costs, or the unrivalled flexibility and robustness? Is it the long working life, the constant developments in innovation, or Clark's global presence? Judge for yourself. In this edition, we invite you to a journey right across Europe, as well as introducing you to numerous new possibilities of use for our forklifts and, what's more, looking back on the mega-event of the 2008 forklift scene, CeMAT in Hannover, at which we exhibited with great success at the end of May.

I hope you enjoy reading.

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Bel Lift Trucks secured itself a large order at Alcan Aluminium

Impressive results

A strong presence on site. A detailed needs analysis. And a diverse range of premium material handling equipment. Les Gill, Managing Director of Clark dealer Bel Lift Trucks in North East England, expertly convinced major new customer Alcan Aluminium UK Ltd.

Detailed analysis

The primary task was to replace the fleet of 40 out-dated forklift trucks at the aluminium smelter in Lynemouth, Northumberland. Les Gill laid the foundations for a successful deal at three on-site meetings, in which he determined the exact specifications of day-to-day business there.

Gill, supported by Clark Sales Manager Jeff Green, also personally oversaw the handover of the first Clark forklifts to Steve White, Alcan Aluminium's Senior Buyer (Contract and services). The order includes handling technology for fulltime use and services such as maintenance and repairs.

Convincingly powerful and sensitive

The new user was thoroughly impressed by the spectrum of Clark machines. This was emphasised by Phil Wrigley, Alcan's Operations Director, who praised the diversity and reliability of the Clark products. Given the fact that Alcan Aluminium was looking for sturdy standard machines with a high capacity spectrum, powerful drive and sensitive manoeuvring ability, it's hardly surprising that they chose the proven CMP series with capacities of between 4 and 7 tonnes.



Health, Safety, Driving Pleasure

With these diverse forklifts, Clark offers the attractive possibility of being able to handle most material moving needs with low investment costs. In addition to the Clark High Tech forklifts of the GEN-2 series, from which Alcan Aluminium has also ordered some machines with capacities of between 2.5 and 3 tonnes, Clark is meeting all expectations of an economical, powerful and continually reliable forklift truck with the CMP series. Clark CMP forklifts are used everywhere where cost efficiency of work is a priority. Both series meet the highest health and safety standards on the premises. Particularly low noise levels (stipulated: max. 85 db/ reached: 78 db) and low emissions are required here.





Clark electric trucks, the experts for deep frozen warehouse logistics in use

Cool Solutions for Fresh Vegetables

Clark dealer Hendrik Deceuninck is holding the reins of one of the most dynamic areas of Western European industry. West Flanders in Belgium: in this region, the textile industry is still important. Moreover, industry segments such as chemicals and petroleum, the automobile, diamond and metal industries, and not least the food sector, make for excellent export quotas.



The name says it all: Pasfrost

The scope of material handling equipment is correspondingly wide, and Clark forklift trucks proved a natural match for requirements. Their use in refrigerated warehouses is the best example of their extraordinary flexibility, reliability and robustness. Clark dealer Deceuninck from Izegem, who also provides a spare parts service and services such as repairs and maintenance, has placed some Clark vehicles at Pasfrost. Pasfrost, a frozen vegetable specialist, supplies customers in over 65 countries worldwide and in its Zonnebeke-Passendale site houses Pasfrost operates, among other things: four production lines for a yearly production of around 80,000 tonnes; ten fully automatic packaging lines; a state of the art packaging hall; and a storehouse with a capacity of 280,000m³. In the deep frozen warehouse sector with temperatures of up to -20°C, Pasfrost relies on the material handling quality of the brand that is "built to last."

Fully enclosed electric motors

What makes Clark equipment – in Flanders, the GenEX with 100% AC technology – ideally suited for use in deep frozen logistics? Deceuninck has been a member of the association of Clark dealers since 1995, and exclusive partner for the region since July 2008. From almost twenty years of experience in the material handling business, Belgian Clark dealer Deceuninck knows exactly what features the forklift trucks need for the flow and storage of goods, as well as refrigerated transport. These are robust, reliable engines, which, as they are completely enclosed, are suitable for use in particularly adverse conditions.

Especially protected – especially good

One of the keys to a successful use of forklift trucks in the frozen goods warehouse is definitely particularly well-protected electronics. The modern cabling with extremely reliable CAN bus system is a dis-

tinguishing feature of Clark machines. All electronic components are especially protected against moisture (condensation, splashes, and corrosion). Furthermore, the enclosed brakes and fully heatable cabs, which have been specially developed for frozen goods logistics, ensure that design of the cold warehouse is highly productive as well as protecting the health of the driver. Technically refined: the excellent Clark battery management, which feeds heat to the driver's cab as well as providing consistently high levels of performance.

Deceuninck stocks up

What's more, of course, 100% AC technology is completely free of emissions, which would contravene food purity laws. Other Deceuninck clients are also learning to appreciate the advantages of the sturdy Clark machines: four more energy-efficient and environmentally-friendly Clark electric forklifts are already on order.



World Firsts and an Upward Trend: Clark Europe GmbH's successful appearance at the world's leading trade fair for intralogistics, CeMAT 2008

A Dazzling Display of Innovation

Clark's star was rising in Hall 25, Stand K12 with its world firsts. The long-established company impressed trade visitors from all over the world with its new four-wheel electric series GenEX 16-20s as well as its three-wheel electric series GenTX 16-20s. With these new vehicles, Clark met the demanding standards of productivity, stability and energy efficiency at CeMAT 2008 in Hannover.

Stand Party, Family Day and Business

With a stand party, family day and good business dealings, it's hardly surprising that Clark could count their participation in the world-class trade fair as a resounding success. Clark Managing Director Egon Strehl concluded positively that: "Promising contacts, numerous deals sealed and a successful performance at the trade fair will lead to successful business afterwards."

The Beauty and the Sports Star

The experts who had travelled from all over the world to Clark's 650m² exhibition stand did not just flock to the Clark Premieres and the tried and tested range from the brand that's "built to last." The Marilyn Monroe lookalike lived up to her reputation as a perennial favourite, as did star guest and handballer of the century, Erhard Wunderlich, who had to work his way through queues of fans waiting for autographs, before he was able to leave. The popular, 2.04m tall man handed out personally autographed, original world championship handballs to around 100 visitors. Another highlight outside the

trade fair hall: our new balloon, which is due to tour Europe this summer with its silken exterior resplendent with Clark logo and forklift.

Still Booming

"The immense interest we experienced just shows the continued dynamism of the intralogistics sector," affirmed Clark Marketing Manager Ingo Rose after five eventful days at the trade fair. With Clark as the driving force and trendsetter in the leading group in, in particular, the most popular areas of floor trucks, forklift trucks and accessories for material handling equipment as a whole, CeMAT 2010 will be another opportunity to present technical innovations and new products to an international audience.

"Vision from Tradition"

In 2008, Clark Europe GmbH may improve yet again on its already impressive figures for the 2007 business year, thanks to the positive outcome from CeMAT: Clark anticipates a 16 per cent increase in orders in 2008 in comparison with 2007. Planned



Posing with the lady: Clark Managing Director Egon Strehl, Marilyn Monroe lookalike, S.H. Baik from the South Korean parent company (from left to right).

sales currently amount to over 49 million euros. "These targets are certainly tough but, at the same time, realistic," stated Clark's Managing Director, Egon Strehl. This impression is strengthened by the successful participation in the trade fair in Hannover, which representatives of the South Korean parent company, including Chairman Sung Hak Baik, also attended. According to Marketing Manager Rose: "Our professional appearance and excellent stand, the commitment of our trade fair team, and the strength of our new products, have all ensured that our motto 'vision from tradition' was readily accepted by the visitors from the trade."

REVIEW OF CEMAT 2008 IN HANNOVER

European Dealer Convention as part of CeMAT 2008

There was an unmistakable mood of optimism in the tight-knit Clark family. Around 120 Clark dealers from Europe, the Middle East and Africa attended the European Dealer Convention 2008. Egon Strehl, Managing Director of Clark Europe GmbH, had the pleasure to welcome the Clark representatives, some of whom had travelled a long way to the Convention Centre on the trade fair site. In addition, Chairman Sung Hak Baik, Dennis Lawrence (CEO North America), Connie Lewalaniec (Vice president), Jeff Green (Sales

Manager Clark Europe) and Ingo Rose (Marketing Manager Clark Europe GmbH) spoke to their guests. Discussion topics included a look at new product developments, research and develop-



Sung Hak Baik

Egon Strehl

ment and the research laboratory. Dennis Lawrence discussed Clark's global position, while Jeff Green's talk kept rather closer to the trade fair slogan. Ingo Rose presented Clark's general marketing tools, the trade fair and stand concept as well as accompanying promotional activities. The vibrant image of the assembled dealers was perfectly in keeping with CeMAT 2008. Around 58,500 trade visitors – 20 percent more than in 2005 – came from all over the world to Hannover at the end of May. The lively visit was also confirmation for the performance of more than 1,100 exhibitors from 35 countries.



CLARK[®]
THE FORKLIFT



**vision
trad**



Impressions of CeMAT 2008



from *h*
ition



“Everything’s going to be alright“: RWZ-Staplertechnik celebrated the opening of its new headquarters in Pfungstadt-Hahn together with 1,000 visitors

On a roll

RWZ – Everything’s going to be alright.” This slogan is the trademark of Raiffeisen Waren-Zentrale Rhein-Main eG. This enterprise has been a Clark dealer since 2006 and is positive about the forklift trucks as well as the warehouse technology equipment. “We are on a roll here, our rivals are going to be amazed,” says Dirk Splettstößer, Managing Director of RWZ-Staplertechnik, confidently.

Showroom of second-hand machinery Splettstößer went on, “We’ve been in the forklift business for 34 years and have worked with all sorts of suppliers, and we have kept on growing and are proud of what we’ve achieved, in particular of our new premises and our new partnership



with Clark.” The conditions for continued growth are indeed good. On 7 June 2008 about 1,000 visitors came to the opening of the new offices in Pfungstadt-Hahn near Frankfurt. The 20 employees and large new- and used-machinery showroom had long since run out of space in their old premises.

Excellent Conditions

So the hall standing empty in Pfungstadt-Hahn and its adjoining buildings, with their direct connection to the motorway (A67) were a perfect fit. In just six months, a new office



complex was built, a modern workshop was equipped and enough space for the display of new and used machines was found on the site, which covers approximately 5,000m². “It’s ideal here. We are centrally located in a sales district which spans Hesse and Rhineland-Palatinate, within easy reach of Frankfurt and Mannheim, and we have enough room to extend our rental park even further,” says Splettstößer. “From here, we manage our technicians who, with their fully-equipped service vans, can get to our clients within a very short time and assist them quickly.”



NEW EMPLOYEES



Verena Braun

Marketing expert Verena Braun has been a valuable member of the Clark team as Product Marketing Assistant since June 2008. After her degree in tourism

and business administration, the 27 year old spent about three years as a marketing trainee and then worked as Marketing Manager for an agency in Düsseldorf. Her primary role will be to strengthen the marketing of Clark Europe’s products and services alongside Marketing Manager Ingo Rose.



Michael Götzen

Michael Götzen has been contributing his excellent knowledge of the field of material handling technology to the business since 1 April 2008. He also worked in the sales

of spare parts for Clark Central Parts from 1982 to 2002, and his areas of expertise include the sale of new equipment, the handling of export orders and new client acquisition, above all in the Middle East and Africa. As a former student of English, Götzen is certainly not lacking in linguistic abilities either.



Alexander Glanz

Warehouse specialist Alexander Glanz has been ably supporting order processing in the warehouse and goods dispatch areas since 1 May 2008. He has a

wealth of experience from many different areas of application. Among other things, he has worked for a large warehouse chain as well as for a logistics firm specialising in France.

Hayat forklift drivers enthusiastic about Clark

Run on GEN 2

Having only recently joined the association of Clark dealers, logistics firm Candex Ltd from Varna in Bulgaria was already able to record a notable success. Candex gained an important customer, the well-known Hayat Bulgaria Chemical Ltd, also based in Varna on the Black Sea coast. Hayat produces sanitation and cleaning products which are exported to over 15 countries.



Happy at Work

The demands on internal logistics are therefore great. Until now, the firm has been using conventional forklift trucks for their needs. But times have changed. On Candex's recommendation, Hayat Bulgaria Chemical Ltd initially decided to go for two Clark GEN 2 C30L machines. The new forklifts have sparked a great deal of enthusiasm among the Hayat drivers. According to Candex Managing Director, Anatoli Dekov, "Our drivers have really taken a shine to the Clark vehicles. Every

morning each one wants to be the first in, to get the Clark forklift and be allowed to drive it. That makes me quite sure that it won't be too long, before we can place an order for more Clark forklifts."

Satisfied Users on Site

The GEN 2 C30L does indeed have everything that a forklift driver could desire, whether working in production, warehousing, or loading and unloading from lorries. For example, the cab is extremely

comfortable and has a lot of room, where all the controls are arranged within easy reach. The whole driver's area is exactly attuned to the driver's needs, even down to being able to get in and out safely and easily at both sides with large, nonslip steps. The user will also be gratified by the power steering for secure, effortless steering and manoeuvring in the smallest spaces, the vehicle's compact design and ideal weight distribution, the free view lifting frame and the sensitively responsive and precise hydraulic lift.



Greece: Clark dealer STAFILOPATIS N. S.A.

'Vitamin C' works

If you ask Popi Karatzoyianni about Clark forklifts, she waxes lyrical. "It's a fact, and that's that. Clark offers the best forklift trucks, by far." 'Vitamin C' works – Greece's logistics experts at the Contemporary Constructions trade fair in the Halexpo Palace, Athens, were convinced of it.

Grade "Highly Commendable"

Popi Karatzoyianni, Parts Assistant at Clark dealer STAFILOPATIS N. S.A., has firm opinions of the advantages of "The forklift": "Clark deserves a special mention above all in the categories of safety, efficiency, low noise levels, functionality and attractive design." All in all, these are qualities which local users really value. The reputation of the Clark machines "in the market" is correspondingly good.

Energy efficient Material handling technology

This was shown not only last year at the trade fair FETEC, with around 100 exhibitors and 7,000 visitors, but again in May 2008 at Contemporary Constructions in Athens. It confirmed the trend towards particularly energy efficient material handling technology, where Clark could continue to provide the driving force with its new three and four wheel electric series GenTX 16-20s and GenEX 16-20s. There was a great deal of interest and the feedback from the new models was overwhelmingly positive.

Logistics experts from Athens

This was also the experience of STAFILOPATIS N. S.A., which has been based in Athens as a logistics firm in the full service segment for floor trucks since 1978 and has been a member of the European association of Clark dealers since June 2007. The firm serves logistics companies in Greece and Cyprus with its 28 employees to date. According to Popi Karatzoyianni: "We could show some good results already in 2007 and are hoping for a new growth spurt in 2008."



Clark Europe GmbH hands over the cheque from the CeMAT profits to the "Aktion Friedensdorf e. V" (Peace Village International)

Charitable Activities

Joy at the "Aktion Friedensdorf e. V.": Social Sponsorship Partner Clark Europe GmbH, represented by Marketing Manager Ingo Rose, handed over a donation amounting to Euro 1,000 to Beate Kleinbrahm at the end of July.

Financial Support for the "Aktion Friedensdorf e. V."

This considerable sum was raised during Clark's appearance at the world's leading trade fair for intralogistics, CeMAT 2008 in Hannover. Clark made good use of its popularity and dedicated an entire day to the Oberhausen Peace Village. Present on site was Beate Kleinbrahm, who presented the "Aktion Friedensdorf e. V." to the interested audience. The citizens' initiative, founded in 1967, helps children from areas of war and crisis directly and unbureaucratically

Campaign for a Good Cause

Clark came up with a wealth of ideas to support the "Aktion Friedensdorf" association. The hard-working Clark trade fair team sold miniature forklifts in aid of the Peace Village at the information counter. There was also the opportunity to have

one's picture taken on the stand with a Marilyn Monroe lookalike and take the photo away as a souvenir in return for a financial donation. A positive side-effect: the various activities not only raised funds but also helped to increase awareness about the Peace Village. The activities of the "Aktion Friedensdorf e. V" include providing individual assistance for children in and from areas of war and crisis, initiating local support projects, and working in peace education.

Support as Fundamental Value

This is Clark Europe's basic principle in its commitment to good causes, which is firmly in the tradition of Clark's parent company, the South Korean conglomerate Young An. Young An Chairman S.H. Baik, who paid a personal visit to Clark in Hannover, has declared social commitment to be one of the foundation stones of his



business philosophy. He himself grew up an orphan in the chaos of the Korean War and relied on external assistance at the beginning of his textbook career.

PEOPLE AND MARKETS



ROMAG GmbH Industriemaschinen

Forklift trucks and warehouse technology equipment, driver training and maintenance

service, analysis and advice on all demands in the materials handling sector. Since the business was set up in 1990, ROMAG GmbH Industriemaschinen from

Alsfeld, Hesse, has established itself as a full-range supplier of high quality forklift trucks and warehouse technology equipment. ROMAG GmbH, led by Managing Director Eugen Momberger and a Clark dealer since 1 July 2008, is particularly strong in the sales, rental, service and leasing of forklift trucks.



Forklift Logistics s.r.l.

With its new dealer in Romania, Forklift Logistics s.r.l., Clark has found a crucial support in an up-and-coming market. As part of the AGRILUX Group from Luxembourg, Forklift Logistics serves, among others, the foodstuffs, automobile, steel, and machine construction industries.

The firm's headquarters are in Batolesti, 15 kilometres north of Budapest, where they have 400m² of office space as well as a 1,000m² warehouse for forklift trucks, spare parts and warehouse technology equipment.

