



# CLARK

## FORKLIFT-NEWS FOR EUROPE



www.clarkmheu.com

info-europe@clarkmheu.com

+49 (0)208-37 73 36-0

June 2007, No. 2



### Compact allrounders

The right solution for any challenge: CLARK places new storage trucks having load capacities from 1.2 to 2.0 tons on the market. ....Pages 2/3



### Group picture including forklifts

"We are proud of where we come from, and we are looking confidently into the future." 300 guests from 31 countries celebrated the 90th anniversary of the forklift at the CLARK site in Lexington. .... Page 4



### The highlight of the leading trade fair

The presence of CLARK on the International Saarmesse did not just inspire partners, customers, and interested visitors but also amazed our competitors. .... Page 6

## EDITORIAL



**Egon Strehl**  
Managing Director  
Clark Europe GmbH

Dear reader,

Continuously pushing progress through innovation around-the-clock and across all borders - that is how CLARK reinforces its function as a driving force and mastermind in the forklift business. There is no better proof for this than CLARK's forklift segment that caused a considerable sensation on the IMHX in March 2007. There, visitor to our booth spontaneously mistook our 8-ton forklift of the New GEN 2 series for a 6-ton forklift and showed great interest in the new GenEX series with 80 Volt AC technology. However, they did not know then that there was even more to come as the novelty show at CLARK continuous. From now on, our new storage technology products, i.e. electric reach trucks, electric low lift and high lift trucks, and electric horizontal order pickers will perfectly complement our product portfolio. In this edition of the CLARK News, they are presented to professional circles for the very first time. The motto "built to last!" will be fully applied to them, too, as we will follow the spirit of the celebration of the 90th anniversary at Lexington/USA and spare no effort to offer the best and sturdiest forklifts in the world.

Your

### MASTHEAD

Published by: Clark Europe GmbH  
Neckarstraße 37 • D-45478 Mülheim an der Ruhr  
Tel.: +49 (0)208 - 37 73 36-0 • Fax: +49 (0)208 - 37 73 36-36  
e-mail: info-europe@clarkmheu.com • www.clarkmheu.com  
V.i.S.d.P.: Clark Europe GmbH  
Conception, editors, layout and realisation:  
MEDIABRIDGES®  
D-51429 Bergisch Gladbach • Tel.: +49 (0)22 04 - 84 27 80

## Overwhelming reception of CLARK Europe GmbH - two world novelties were presented on the IMHX 2007 in Birmingham Enthusiasm with an innovative offer

After its participation in the IMXH 2007 at Birmingham, CLARK Europe GmbH was proud about the unexpectedly great result achieved there. "CLARK is back!" was the slogan heard everywhere - by granting more innovation and enthusiasm than ever.

### Back on the international scene

"Mission accomplished"! - that is the result of CLARK's brilliant appearance on the IMHX in March 2007. There, we managed to provide new impetus to the brand CLARK on the British and Scandinavian market, we cultivated old and established new contacts with end users and retailers and last but not least we presented the brand-new CLARK innovations to an international gathering of experts.



industrial engineer (Dipl. Wirt-Ing.) Ingo Rose who also mentioned the vivid interest in CLARK's world novelty no.2: "The new GenEX series with 80 Volt AC technology attracted and fascinated the visitors to our booth as it is exactly what the European market is looking for. That is why purchasing agents were particularly interested in learning about the technological features of our portfolio".

### CLARK premieres in the limelight

As one example, the New GEN 2 series aroused great interest which focussed particularly on the front forklift (diesel drive) with a capacity of eight tons. "Due to its compact execution, it was first mistaken by the visitors to be a forklift with six-ton capacity - however, the six-ton-capacity forklift we offer to our customers is even more compact" said CLARK's Head of Marketing, the certified

### Strong British interest in CLARK forklifts

At this biggest meeting of the industrial logistics sector in Great Britain attracting a total of 18,400 visitors, CLARK also succeeded in concluding some business deals. One Scotch retailer ordered nine CLARK forklifts. Among the sales highlights, the C80, C15L,

to be continued on page 6



**Sophisticated storage technology from CLARK:  
new electric low lift pallet trucks**

**Strong and simple, and of low maintenance**

**Electric low lift pallet trucks C-PT 16 to C-PT 20: Flexible, dynamic, ergonomic**

In case a classical hand pallet truck does not suffice anymore due to insufficient lifting performance, the C-PT series is to be employed. It combines

appropriate load capacity with excellence as the C-PT 16 up to the C-PT 20 trucks cover load capacities from 1,600 to 2,000 kg and number among the most flexible pallet trucks of their category. This dynamic electric low lift pallet truck adds maneuverability to a strong driving power. It features standard equipment including an ergonomic control handle design, one-hand operation on the right and left, as well as a display panel indicating all important operating data for perfect handling. Among others, there is the option of driving with the control handle being in its



vertical position in the case of confined working space conditions.

**Electric low lift pallet truck C-PT P 20: High performance for long runs**

The electric pallet truck C-PT P 20 featuring a platform does not fall behind the C-PT 16 to C-PT 20 series when it comes to very simple

maneuvering and distinctive operational reliability. With a load capacity of up to 2,000 kg and a surprising top speed of up to 13 km/h, the truck grants a definite plus with productivity. The proven equipment concept including a modern control handle design, an operating data display and one-hand operation on the left and right is a standard feature of the C-PT P 20, too.

The segment "special equipment" offers a great variety with almost every field of application and, among others, includes a version for refrigerating storage houses.



**ELECTRIC HORIZONTAL ORDER PICKER**

**Efficiency machine on four wheels**

From now on, order picking can be carried out more effectively and efficiently. The C-OP 20 (load capacity: 2,000 kg) meets all requirements to simplify and speed up order processing. The ergonomic work-place is perfectly complemented by the operator's compartment with its comfortably low sill. The strong driving motor of the electric horizontal order picker perfectly adds to its maximum driving speed of 13 km/h and its simple operation. Maintenance cycles are reduced to an absolute minimum anyway. Among the highlights of the special equipment program numbers the lateral battery exchange to grant regular shift operation, the simple battery exchange system, and a truck version for refrigerating storage houses.



**CONTAINER APPLICATIONS**

**Counterbalanced forklifts – hand pallet trucks**

Apart from a comprehensive range of counterbalanced forklifts, CLARK has now integrated hand pallet trucks for the loading and unloading of ISO containers in its product program. With their capacities ranging from 1.5 to 5.0 tons, the trucks cover the requirements of very different container applications. Above all, CLARK's CPS series gives new impulses with container applications. Being equipped with the safe 24 Volt AC technology, it stands out with its permanent performance and long-live cycle. The new CPS series (load capacities: 1.0 to 2.0 tons) allows to accomplish a great variety of tasks in and on the containers in a safe and fast way. Striking features of these trucks are the very simple manoeuvrability and the excellent operational reliability that help our customers to increase their productivity and to minimise their costs. Moreover, the GEN2 premium series and the CMP allow for maximum performance when particularly difficult tasks in conjunction with containers are involved. The low-chassis trucks of the CMP 40 to 50 series with load capacities of 4.0 to 5.0 tons are predestined for being used in and on containers. In addition to the counterbalanced forklifts with combustion engines, the electric-type series TMX, EPX and GEX are suitable for container applications, too.



**ELECTRIC REACH TRUCKS**

**From mini joystick to mono-block design**

Whoever appreciates a significant increase in productivity with highly demanding storage applications and loading and unloading procedures, respectively, cannot really do without the new electric reach trucks of the series C-RT 14 / C-RT 16 / C-RT 20 (load capacity from 1,400 to 2,000 kg). The perfect arrangement of all operating elements within easy reach as well as the ergonomic work-place and the mono-block frame are typical standard features.



Whoever appreciates a significant increase in productivity with highly demanding storage applications and loading and unloading procedures, respectively, cannot really do without the new electric reach trucks of the series C-RT 14 / C-RT 16 / C-RT 20 (load capacity from 1,400 to 2,000 kg). The perfect arrangement of all operating elements within easy reach as well as the ergonomic work-place and the mono-block frame are typical standard features.

A clear advantage with every-day operation is the control of the lifting functions by means of the mini-joystick and electric proportional valves. The mast design for improved visibility as well as integrated side shifters ensure the absolute suitability for daily use and increased safety of the trucks. In conjunction with the automatic diagnosis program and the possibility of adapting the operating parameters to the individual requirements of the operator, the truck allows for perfectly smooth operation.

With regard to effectiveness, the HF microprocessor control sets new standards while the "tilting forks" facilitate an easier way of picking up loads. The program of optional special equipment includes many convenient items: a joystick, a lifting height indication for the safe picking-up of loads high above the ground, an automatic pre-selection of lifting heights (with a maximum of five pre-programming steps), a video system with monitor for the safe positioning of the fork tips, a battery exchange system for shift operation, and a cabin as well as a refrigerating storing house version for temperatures as low as -35°C.

With regard to effectiveness, the HF microprocessor control sets new standards while the "tilting forks" facilitate an easier way of picking up loads. The program of optional special equipment includes many convenient items:

a joystick, a lifting height indication for the safe picking-up of loads high above the



ground, an automatic pre-selection of lifting heights (with a maximum of five pre-programming steps), a video system with monitor for the safe positioning of the fork tips, a battery exchange system for shift operation, and a cabin as well as a refrigerating storing house version for temperatures as low as -35°C.

**The renaissance of compact storage technology: CLARK electric high lift pallet trucks**

**A powerful driving pleasure**

**Electric high lift pallet truck C-PS 12: Substantial extra power for the storage department**

Wherever performance is required in the first place, the new electric high lift pallet truck C-PS 12 can demonstrate all its strong-points. It is the perfect truck in the storage department and with all loading and unloading procedures, respectively. A load capacity of up to 1,200 kg make the C-PS 12 the best choice for a great variety of applications, the more so as it can show its all-qualities already in its standard version. The truck has an ergonomically designed control handle, its open-view masts are particularly safe and allow for improved vision, and it offers one-hand operation as an option. Together with the HF microprocessor control, the strong driving motor, and lifting motors featuring an excellent torque, the C-PS 12 impresses all experts.



provided for driving with the control handle being in its vertical position in the case of confined areas. Additional possibilities are offered by the refrigerating storing house version for temperatures as low as -35°C, a lifting system for ing and lowering of a mini-lever on handle as well initial lift system ( C - PSi 15) to be employed on uneven surfaces.



**Electric high lift pallet truck C-Pti 16: The specialist for difficult cases**

The electric high lift pallet truck C-Pti 16 with its load capacities of up to 1,600 kg is able to cope with quite a number of difficult applications including double pallet handling, complex storage applications and the loading and unloading of all kinds of cargo. Here, it is the combination of sophisticated solutions that makes this truck so unique. The masts offering improved visibility, the ergonomically designed control handle, and the optional one-hand control system for or the right hand safe and easy operation. The powerful driving motor and the lifting motors with an excellent torque convince all users with their remarkable performance. The following special equipment is offered as an option: the initial lift system is very useful with double pallet handling and applications on uneven surfaces.



**New electric high lift pallet trucks: C-PS 15 / C-Psi 15 / C-PS 20**

Do you have to deal with demanding storage applications? In this case, all it takes are the electric high lift pallet trucks of the series C-PS 15 / C-Psi 15 / C-PS 20. These trucks have been developed for all kinds of loading and unloading procedures, featuring a load capacity of 1,500 to 2,000 kg and thus enable the operator to accomplish a great variety of tasks safely and



within a short period of time. The trucks permit to be adapted individually to the customers' specific requirement profile, and can be optionally





90 years of CLARK forklifts: an impressive celebration in Lexington (USA)

## “Proud of where we come from”

“We are proud of where we come from and full of confidence with regard to the near and far future”. This is how Dennis Lawrence, the President and CEO of CLARK North America, accurately defined the prevailing mood among the world-wide CLARK family that met in the middle of May 2007.

### 90 years of forklifts, global guest list

There were about 300 guests from 31 countries who had traveled to Lexington/Kentucky in the USA to celebrate the 90<sup>th</sup> anniversary of the forklift at the most traditional of all CLARK sites. The official highlight was the gala dinner to which not only “Clarkians” but also a number of high-ranking personalities from the fields of politics and economy as well as sub-suppliers, retailers, and partners had been invited.



### Brilliant ideas cause great enthusiasm

The most beautiful story in Lexington was not directly linked to the official program but was a result of coincidence. In February 2007, S.S. Baik (a member of the owner family) visited the CLARK site at Mülheim on the occasion of the inauguration of the new European centre of CLARK Europe GmbH. There, S.S. Baik was so fascinated by the collection of miniature forklifts exhibited by the former CLARK employee Helmut Hegmann that he spontaneously invited Hegmann and his collection to the celebration of the 90<sup>th</sup> anniversary in the USA. The detailed models and cargo intrigued all guests participating in the celebration.

### Signals for the future - and the very best Bourbon

It was less the passion for the collection of miniature forklifts but global business that was decisive for the course of the gathering in Lexington. The agenda of the management meeting assembling

CLARK's the general directors from all over the world included strategic aspects and ideas for the future. A visit to the spare parts distribution center at Louisville with a surface of 16,600 m<sup>2</sup> where forklift operators can find everything they long for gave direct impressions of the practical activities carried out there. CLARK's revived strength could also be felt on the occasion of an extensive visit to the North America headquarters in Lexington with its spacious premises for research and development, production, and all services related to the CLARK forklifts. Another impressive building was CLARK's own training center particularly serving as a place of contact for the 220 North American CLARK retailers. Finally, there was one more joint trip to a completely different but also very traditional production site that has to be mentioned here, too: the Kentucky Bourbon Distillery.



### Egon Strehl: “The best and safest forklifts in industry”

After the event, Egon Strehl, the managing director of CLARK Europe GmbH and also the head of the European CLARK delegation that included the sales managers Rainer Gläßer, Albert Argudo, Andrea Galli and Jeff Green, gave the following statement after the event: „That was a great and excellently organized celebration where the very same message was expressed by the participants coming from all continents of the world: CLARK will continue to work hard in future to produce the best and safest forklifts in industry“.





90 years of CLARK forklifts – The years from 1945 to 2007

# Progress based on history – CLARK: Inventor of the forklift

**A**fter termination of World War II, CLARK gained a foothold in Europe, too. The first CLARK forklift arrived at the continent as early as 1945. In 1952, CLARK broadened its portfolio by adding forklift operator training programs. Up to that date, Europe had never seen this quantity of design, technology, and operational reliability before. In the following year, CLARK continued to put everything onto the market that improved the efficiency and effectiveness of its products and made the hearts of confirmed logistics experts and forklift operators beat faster. This included sophisticated detailed solutions as well as technical quantum leaps. Part II of the CLARK history covers the development from 1945 to 2007.

## Operator protection produced in series

The year 1956 saw another major step in technology: CLARK developed the first nested mast with double-T beams. This innovative design enormously improved the stability of the mast. Then, in 1967, the double hit: again, CLARK is the first in the industry sector to introduce the serial overhead guard for units operated from an operator seat. In addition, the TW was developed to be the first highly maneuverable three-wheel electric forklift on the market. 1972 was another key year. The first electric forklift with a switchable multi-voltage system featured a technology that allowed adapting the different power settings to the respective applications. In 1976, CLARK proved its success by reaching the magical number of 500,000 forklifts produced.

## Safety seat, restraints, and safety belt: safety in series

In 1983, CLARK managed to increase its technological advance by using its leading market position in the development of operator restraint systems. The safety seat with restraints and safety belt was designed to

keep the operator safely inside the forklift on a possible tipping-over of the forklift. This type of seat became a serial component with forklifts equipped with combustion engines. CLARK correspondingly offered a retrofitting set for all units on the market and, for the sake of general safety, even agreed to make the patented system available to all forklift manufacturers. The safety issue remained on top of the list and, in 1990, CLARK was the first manufacturer world-wide to add a safety guideline for forklift operators with every unit sold.

## One millionth forklift in 1997

1997 was a very enjoyable year for CLARK as the enterprise produced its one millionth forklift and again was the first forklift manufacturer world-wide in attaining the highest ISO 9001 certification for all its manufacturing sites. In order to foster growth in Asia, CLARK took over the South Korean manufacturer Samsung in 1998 to be renamed Clark Material Handling Asia and built a new plant at Changwon, Korea. By introducing the New GEN2 series on the market in 2001, CLARK heralded a new era of forklift

technology by offering forklifts with lifting capacities ranging from 2,000 up to 3,500 kg equipped with pneumatic and press-on band tires. In 2002, the new electric four-wheel series EPG 20/30 with pneumatic tires was presented by CLARK.

## CLARK 2007: excellent prospects

Having become a part of the new parent group Young-An Hat Company (South Korea) in the meantime, CLARK still fully devoted itself to its main focus expertise, i.e. the manufacturing of the most reliable and sturdiest forklifts in the world. In September 2004, the enterprise established the new CLARK Europe GmbH at Duisburg which is located at Mülheim an der Ruhr today. 2005 was another crucial year as the New GEN 2 series (forklifts with lifting capacities from 1,500 to 2,000 kg equipped with pneumatic and press-on band tires) as well as the TMX/EPX series were introduced and the electric forklift series was converted to 100% AC technology. In 2006, CLARK reactivated the production of selected models in North America to further enhance its product range and thus can happily celebrate the 90th anniversary of CLARK forklifts in 2007.



continue from page 1

Gex 25, C25L, and C30D have to be particularly mentioned. "Having received 130 inquiries, with 75 % of them submitted by potential buyers from Great Britain, and having welcomed a countless number of end customers and of about 40 retailers at our booth, we were, of



course, very satisfied" stated Ingo Rose.

**A cordial welcome**

Egon Strehl, Managing Director of CLARK Europe GmbH, points out, "After some years of absence, we received very positive signals especially from our competitors and from the press and enjoyed a cordial welcome. The existing extent of identification with the brand CLARK on the market was a real surprise for us and en-



courages us to continue on our way backed by a strong CLARK presence in Europe." Among those who wanted to check out the company's upturn on site were CLARK's US Managing Director Dennis Lawrence and CLARK's President James Song who both had come exclusively to attend the logistics event at Birmingham.



**People and markets**

**Meeting place CLARK: successful participation in the 58th International Saarmesse  
Strong appearance on this leading trade fair: even our competitors were amazed**



Our competitors in the forklift business could hardly believe their eyes. And, in deed, the presence of CLARK on the 58<sup>th</sup> International Saarmesse (April 14<sup>th</sup> to 22<sup>nd</sup>, 2007) drew a lot of attention. The booth of CLARK's distribution partner Allmat AG (Homburg) did not only attract lots of logistics experts of the big production enterprises from the region but also purchasers from American military bases and big-size forwarding agencies. The five-person booth team present on site did not only succeed in selling forklifts as well as services but also felt the impressive response to the technical innovations introduced by CLARK particu-

larly in the storage technology segment. The team consisted of CLARK's sales manager Rainer Gläßer, the general manager of Homburger Allmat AG, Gilles Haeck, the regional sales manager Alexander Nehren, the service engineer Uwe Bäseler as well as the marketeer and service employee Steve Brück.

As a result of the successful participation in this leading trade fair at the Saarland that covered a big variety of fields ranging from the booming construction business to gourmet palaces and fascinated 160,000 visitors, there are plans to participate again in this fair in April 2008.



**330 % growth: a vivid fourth quarter pushed the spare parts turnover to a new record high  
Dream figures in the year 2006: the spare parts business in the United Kingdom boomed**

The facts speak for themselves: having attained an extraordinary growth in 2006 in comparison to 2005, the British CLARK retailers demonstrated how important the spare parts business actually is for the whole CLARK enterprise. The turnover rose by a stunning 330 percent from EUR 303,000 to EUR 999,000. Without any exception, all CLARK retailers in the UK were essentially responsible

for this impressive business success, with the fourth quarter of the year being particularly favorable. 'Bel Lift Trucks', for example, achieved dream figures particularly in December, while the highest turnover growth in the last quarter of 2006 was obtained by 'Bear Handling', 'Active Handling', 'Fork Truck Solutions', 'Hannaman Engineering' and 'Peterman ForkLift Trucks' also managed to achieve

excellent results. A particularly outstanding performance was rendered by 'Armll Lift Trucks' who did not only have a good year 2005 but also experienced great success and a continuously increasing growth rate in the whole year 2006. That is why Shaw Tanner and Matthew Snelling of 'Armll Lift Trucks' were handed a gift coupon by CLARK's sales manager Jeff Green.

