

Progress based on history

Celebrating ninety years of Clark forklifts

In 1917, visitors to the axle manufacturer Clark in Lexington, USA, were astonished when they caught sight of a brand new vehicle for in-plant material transport built by Eugene Clark. Today Clark, often referred to as “The Forklift” thanks to its pioneering activities, ranks among the leading suppliers and is celebrating the ninetieth anniversary of the forklift.

Three years after the invention, Clark

presented another practical innovation by launching the Truclift. 1942 saw Clark build the Carloader, the first electric-driven forklift which operated a complete work shift. Concurrently, in 1943, the company was the first forklift manufacturer to attach safety stickers onto its vehicles.

The first Clark forklift arrived in Europe in 1945. In 1952, Clark broadened its portfolio by adding forklift operator training programs. In 1956 Clark developed the first nested roller upright with I-beams, improving strength and load stability, while in 1967, the overhead guard arrived as standard equipment for its rider sit down models.

In 1983, Clark developed of operator restraint systems, increasing safety, and by 1990, Clark was the first manufacturer to add safety guidelines for forklift operators with every unit.

1997 saw the manufacturer produced its millionth forklift, and it was the first forklift manufacturer to attain the ISO 9001 certification for all manufacturing sites. The following year Clark took over Samsung, renamed it Clark Material Handling Asia and built a new 29,000m² plant in Changwon, Korea.

Clark celebrated its hundredth anniversary in 2003 as a part of the new group Young-An Hat Company (South Korea) and devoted itself to manufacturing the most reliable and sturdy forklifts in the world. In September 2004, the new Clark Europe GmbH was established in Duisburg, Germany, and in 2005, the entire forklift series was converted to 100% AC technology. In 2007, Clark Europe moved into new larger premises in Mülheim an der Ruhr, and marked the ninetieth anniversary of the forklift with its most exciting model yet.



Now for the future

By launching the GenEX AC series Electric 80v four-wheel forklift with load capacity from two to three tons, Clark comes right up to date with the latest AC generation truck coupled with high performance, efficiency, and durability.

The GenEX dual-type drive motors provide increased traction, particularly on wet or uneven ground, allowing for optimum acceleration, gradeability and stability in any conditions. The speed and the direction of the motors are controlled in proportion to the position of the steer wheels.

In addition, the motors permit a turn radius of an excellent 110% in comparison with similar types of forklifts. Moreover, a 100% AC system means no motor brushes and contactors have to be maintained ensuring reduced maintenance costs. All motors are fully enclosed against dust, water, and dirt particles, and the motor temperature control ensures power is reduced when motor temperatures approach their limit.

Completely enclosed oil bath-type multiple disc brakes ensure constant smooth braking power even in an environment susceptible to moisture, abrasion, and corrosion. Regenerative braking on releasing the accelerator, changing the driving direction, or actuating the service brake allows energy to flow back to the battery instead of heating up the brakes. The reliable oil bath-type multiple disc brakes do not require any adjusting or regular exchange of the brake pads, as is the case with conventional brake systems.

Being equipped with hydraulic pump and fully proportional lift controls as standard, the GenEX reacts precisely and dynamically to the lift and tilt commands of the operator. As the pump motor does not rotate faster than is required, the GenEX only consumes the necessary quantity of energy. All control elements are enclosed and protected against environmental impact and are positioned high above the ground on the counter weight to add additional protection.

The real-time operating data collected by a CAN bus system is shown on a TFT-LCD colour display. Eighty error codes can be

stored in the self-diagnosis system allowing any fault to be displayed. Almost eighty operating parameters like top speed, hydraulic flow quantity, acceleration, and braking power can be individually adapted to working conditions and requirements. Clark also offers a special-design sound-absorbing hydraulic pump, a spring-mounted driver's seat, and a number of other options.

The Clark upright stands out for its unique sturdiness. Sealed Canted rollers reduce the deflection and play of the upright and fork carriage to a minimum. Six fork carriage rollers distribute the weight of

the load uniformly and thus considerably improve the service life of the rollers. Lateral side thrust rollers prevent unilateral strain due to uneven loads and solid steel fork tines increase the service life of these parts. The high-strength and robust chassis made of thick steel offers optimum protection for the important components.

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The advertisement features a green background with a repeating pattern of stylized roller tracks. At the top, the text "CLARK® THE FORKLIFT" is displayed in large, bold, black letters. In the center, a large, 3D-rendered yellow fork tine stands vertically. To the right of the fork, a circular logo commemorates "90 YEARS OF MATERIAL HANDLING EQUIPMENT" from 1917 to 2007. At the bottom, the text "Any Questions?" is written in a white, sans-serif font, followed by the website address "www.inventor-of-the-forklift.com" in a larger, bold, white font.