



PROLIFT INDUSTRIAL EQUIPMENT ADDS AISLE-MASTER TO ITS PRODUCT LINE

Louisville, KY (August 1, 2011) – ProLift Industrial Equipment is now an authorized dealer for Aisle-Master, an articulated forklift built for very narrow aisles. Aisle-Master will join ProLift’s current line-up of material handling products, helping customers with limited warehouse space to increase their storage capabilities.

The Aisle-Master forklift combines features of a counterbalance forklift and reach truck to maneuver in aisles as narrow as 80 inches and heights up to 492 inches, allowing an increase of storage space by as much as 50 percent. Available in electric and LP models, the Aisle-Master offers capacities up to 4,400 lbs and can operate indoors or outdoors. Customers using the Very Narrow Aisle (VNA) articulated forklift will benefit from its maintenance, safety and comfort features.

“We are excited to offer our customers the Aisle-Master product, which is part of the Combilift product line, a current forklift manufacturer partner known for its specialty forklifts,” stated Chris Frazee, VP of Sales. “With an increased number of consolidations and the high expense of expanding manufacturing and warehouse space the Aisle-Master will help us continue to provide unique products in solving our customer’s material handling needs.”

The Aisle-Master product line is now available at all ProLift customer support centers, located throughout Kentucky, Indiana, Ohio and West Virginia.

About ProLift Industrial Equipment

ProLift Industrial Equipment exists to support manufacturers and distributors in Kentucky, Indiana, Ohio and West Virginia in the movement of their products throughout the region and world. Specifically, ProLift focuses all of its resources in pursuit of this goal by providing a full-line of material handling products and services, including the sale and support of forklifts, aerial equipment and systems-related products and services. With over 300 employees and multiple product lines, including Toyota – the #1 selling lift truck in the world, Taylor Machine Works – the #1 large capacity forklift in the world, Aichi, Combilift and Taylor-Dunn – ProLift is well equipped to assist our customers in improving their material handling operations. ProLift has operated for over 30 years with a customer-focused mission of “Doing the Right Thing.”

For more information on ProLift, please visit www.proliftequipment.com or call 1-800-583-4023.

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