

# 75 MATERIAL HANDLING PROVIDER

## Forklift Dealership

**PROMOTION &  
GRAPHIC DESIGN  
IDEAS**



## Special Lease Offer Graphic:

Boost sales by highlighting exclusive lease deals on in-stock equipment, encouraging immediate action from buyers.



### CORE IC PNEUMATIC FORKLIFT 2018 LEASE SPECIAL

Wildly durable and engineered with ergonomics in mind, the Core IC Pneumatic forklift can maneuver almost anything.

With a lift capacity range of 5,000 lbs., the Toyota Core IC Pneumatic forklift is the premier material handling solution for most outdoor applications.

**Lease this used forklift for \$398/month.**

#### 2014 TOYOTA 8FGU25

- ✔ LP Powered Pneumatic Tired Forklift
- ✔ 5,000lb Basic Capacity
- ✔ 189" 3-Stage Upright
- ✔ Side-shift Carriage
- ✔ Driving Lights
- ✔ Suspension Seat
- ✔ Pneumatic Shaped Solid Rubber Tires

**\$398.00 /MONTH**  
**LEASE SPECIAL**

- 📅 48 Month Term
- 💰 Zero Down
- 💵 Tax Not Included
- ✔ Subject to Credit Approval by Toyota Commercial Finance

## Forklift Tire Special Promo:

Drive repeat business with attention-grabbing deals on forklift tires, keeping customers engaged and satisfied.



Toyota Material Handling  
Northern California and  
Camsco have partnered  
to offer this special  
promotion from  
June 1st - June 30th.

[www.tmhnc.com](http://www.tmhnc.com)

**1-800-527-3746**

[sales@tmhnc.com](mailto:sales@tmhnc.com)



## JUNE TIRE SALE!

**JUNE 1ST- JUNE 30TH, 2023**

### 5%\* OFF

ENTIRE ORDER OF 2 TIRES

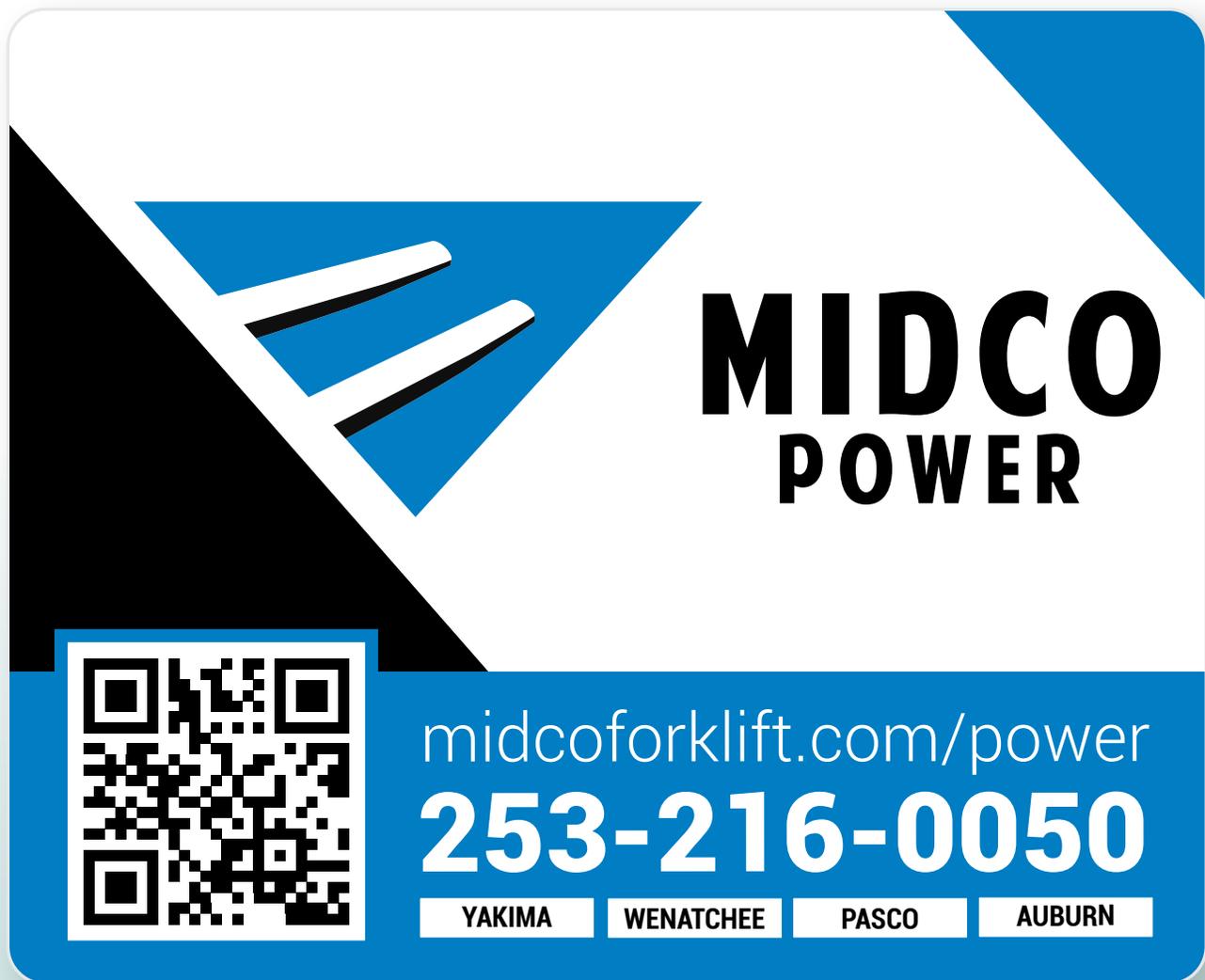
### 10%\* OFF

ENTIRE ORDER OF 4 OR MORE TIRES

\* Promotion for standard forklifts only

## Branding Stickers:

Add these stickers with a QR code to your batteries so customers can quickly contact you.



## Technician of the Year Badge:

Foster a positive work environment by recognizing outstanding employees with a professionally designed accolade.



## Comprehensive Maintenance Flyer:

Streamline client decisions with a detailed list of maintenance services, showcasing your full-service capabilities.

### KEEP YOUR FLEET RUNNING

Toyota Material Handling Northern California is your supplier for Genuine Toyota Parts and Service.

To maintain the highest levels of safety and quality, any replacement part used on a Toyota forklift should be a Toyota Genuine Part.

### SERVICE HOTLINE

HERC HOTLINE N. California  
(510) 441-3127

## TAKE ADVANTAGE OF YOUR LOCAL TOYOTA DEALER



### TOYOTA FORKLIFT REPAIR & SERVICE



#### HERC DISCOUNT

The dealership down the street can help with your inventory. HERC receives 25% off short term rentals.



#### WE'RE QUALIFIED

Keep your Toyota equipment properly maintained with Toyota parts and factory trained technicians.



#### TRAINING

Don't forget that TMHNC offers OSHA approved forklift certification training. Sign up at any of our five locations.



#### PARTS KITS

Parts Kits for oil changes and other services cost less and come with everything you need in one box.



#### PARTS DELIVERED

Parts at Fleet pricing through SmartEquip. Free 24hr. and same day delivery. No travel charge up to 50 miles.



#### LABOR RATE

Labor rate - \$130 hr. for all HERC locations from Tulare County North to the Oregon Border.

## Forklift Battery Rental Details:

Expand your rental program with clear, compelling flyers that outline the benefits and terms of your battery rental options.



**RENT GUARANTEED POWER FOR YOUR FORKLIFT  
FROM TOTAL POWER SOLUTIONS**

### Hassle-Free Forklift Battery Rentals for Northern California Warehouses

Are you concerned about the performance and lifespan of your electric forklift batteries, and the potential costs and headaches of owning and maintaining them?

Total Power can help. We rent high-quality, reliable batteries and chargers for a low monthly fee.

**TOTAL POWER SOLUTIONS** 

**NEW/USED INDUSTRIAL BATTERIES & CHARGERS  
SALES | SERVICE | PARTS | RENTAL**

- 1** Enjoy flexible terms and fast replacements in case of failure
- 2** Eliminate the hassles of battery ownership, including maintenance and repair costs, disposal of used batteries, and inventory management
- 3** Experience immediate cost savings compared to LP fuel or purchasing a battery outright
- 4** Make an environmentally friendly choice that reduces emissions and noise pollution, and provides a safer workplace for your employees

Contact us today to learn more about our hassle-free forklift battery rental

## Employee Recognition Flyer:

Highlight your technicians so they feel appreciated.

Employee Spotlight

# Del Livingston



**How Long Have You Worked At Midco Material Handling?**  
I've worked at Midco Material Handling for one year.

**How Many Years Do You Have Of Technical Experience?**  
I have 40 plus years of technical experience.

**How Did You Get Started as a Forklift Technician?**  
As I was repairing an industrial battery charger one day at a manufacturing site, I was asked if I would see if I could get an electric forklift back into operation. I looked at it and found it was an easy fix and they paid me for it.

**What Do You Like About Your Job? Any Fun Facts?**  
Good people to work with and it's enjoyable.

**How Is Midco Different From Other Places You've Worked?**  
The concern Midco has for the customer is impressive.

**Tell Us About a Professional Achievement You Feel Especially Proud Of.**  
Director of InFocus Pure Water Ministries – nonprofit work in Africa providing clean water to rural villages.

**What Do You Do With Your Free Time?**  
When the rain stops, I garden and kill weeds. I enjoy traveling also.

**What Is Your Favorite Local Sports Team, Local Bar, or Restaurant?**  
My favorite sports team is the Mariners. My favorite restaurant is Marzanos in Parkland.

**What else? Do you have any hobbies, hidden talents, famous relatives, or prize possessions?**  
My hobbies are propagating fig trees and collecting art.





**MIDCO**  
MATERIAL HANDLING

Forklifts | Warehouse Supplies | Training  
Industrial Cleaning | Service & Parts



**MID COLUMBIA**  
FORKLIFT

## More Trucks on PM:

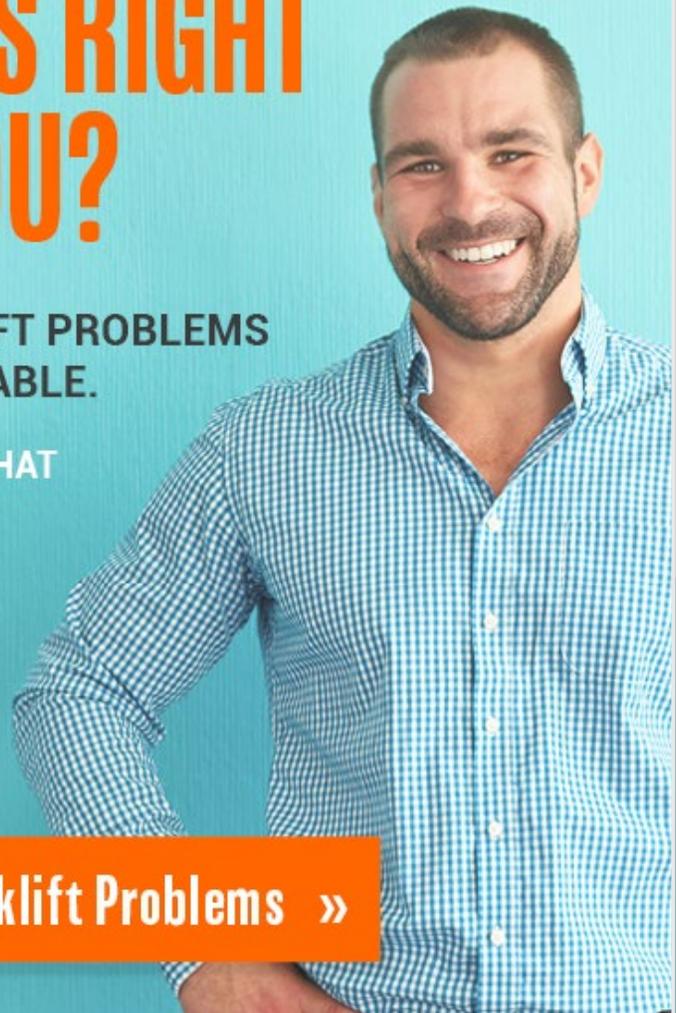
Remind customers that planned maintenance helps them prevent problems with a forklift service campaign.

# WHICH SERVICE PLAN IS RIGHT FOR YOU?

**MOST FORKLIFT PROBLEMS ARE PREVENTABLE.**

GET THE PLAN THAT PROTECTS YOU FROM THEM.

**Solve My Forklift Problems »**



## Battery Care Sticker:

Reduce client equipment downtime with informative stickers for charging stations.

# FORKLIFT BATTERY CHARGING & WATERING

## FOLLOW THE GUIDELINES BELOW TO PROLONG THE LIFE OF YOUR BATTERY & ENSURE TOP PERFORMANCE

1. **Charge the battery at the end of every shift.** Allow 8 hours to charge and 8 hours to cool down.
2. **Do not unplug the battery until the display shows the charge is complete.** If you must disconnect or interrupt the charging cycle, you must first press the **Stop, Cancel** or **Shut Off** button.
3. Prevent unnecessary repairs: **always use the plastic quick disconnects (QD) when disconnecting the battery** from the forklift or charger. Do not pull on the cables.
4. Water batteries after charging - *never before*. **Check water levels weekly.**

When equipped with a single-point watering system:

- Attach the gravity water tank to the single-point watering system using the plastic fittings.
- The system will add the appropriate amount of water to every cell. A spinning flow meter means water is being added. When the indicator stops spinning, the process is complete.
- **Do not walk away while watering the battery.** It should only take 2-4 minutes

No watering system:

- **Wear OSHA-required PPE including**, but not limited to, eye protection and gloves. Use extreme caution.



## Internal Event Flyer:

Build company culture with well-promoted staff events.

# BASEBALL FAMILY DAY EVENT

DATE:

**June 17,  
2023**

TAILGATE TIME:

**10:00 AM  
- 1:00 PM**

GAME TIME:

**4:00 PM**



OAKLAND A'S

VS



PHILADELPHIA  
PHILLIES

Please RSVP by Jan 20, 2023. Email [CX@tmhnc.com](mailto:CX@tmhnc.com) with total number of guests.

All associates and their immediate family members are invited.

## Community Engagement Ad:

Broaden your local reach and reputation with thoughtful support for community causes, resonating with customers' values.

(800) 527-5555 | [www.LIFTTRUCK.com](http://www.LIFTTRUCK.com)

**FORKLIFTS**  
NEW • USED • RENTAL



**PARTS & SERVICE**  
FLOOR CLEANING  
UTILITY VEHICLES  
AERIAL EQUIPMENT

### WE'RE NOT JUST A FORKLIFT DEALERSHIP

When you have a warehouse and you can't afford downtime. We help you with all your material handling needs by offering top brands like Toyota, Advance, Taylor-Dunn & More.



## Sweeper Scrubber Rental Flyer:

Increase rental frequency by presenting your competitive rates and high-quality equipment in an easy-to-read format.



(800) 527-3746 • tmhnc.com



# SWEEPER SCRUBBER RENTALS

## COMMERCIAL FLOOR CLEANING EQUIPMENT

Toyota Material Handling has the largest selection of Nilfisk Advance commercial floor cleaning equipment in Central and Northern California

So you get the machine you need — FAST



**Advance 7765**  
Rider Sweeper Scrubber



**Advance SW 8000**  
Sweeper



**CS7010**  
Rider Sweeper Scrubber



**Advance Warrior**  
Walk Behind Scrubber

Model/Capacity	Daily	Weekly	Monthly
Walk Behind Scrubber	\$650	\$850	\$2300
Rider Scrubber	\$1300	\$1500	\$3300
Rider Sweeper	\$1300	\$1500	\$3300
Rider Sweeper Scrubber	\$1500	\$1700	\$3800

**Rental rates do NOT include delivery**  
Rental and transportation rates are subject to change without notice

**Transportation Rates**

- 1 - 30 mile radius from TMH - \$150
- 31 - 60 mile radius from TMH - \$250
- 61 - 90 mile radius from TMH - \$350

**Outside 90 Mile Radius from TMH - Sales Rep to Provide Rate**

Bay Area DREW HUFF 510-432-5386 dhuff@tmhnc.com	Fresno & Salinas SAUL MAGANA 510-935-9733 smagana@tmhnc.com	Sacramento JOHN NEIL 916-926-7874 jneil@tmhnc.com
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## Annual Lift Truck Check-Up Flyer:

Design a checklist that assures customers nothing will be missed in your annual service.

### SPECIAL OFFER

2,000 - 6,500 lb. capacity: \$1,199.00  
 7,000 - 9,000 lb. capacity: \$1,299.00  
 Electric lifts: \$999.00

**We come to you!**  
 All work done in Herc Rentals Yards within 100 mile radius of a TMH facility.

### NORTHERN CALIFORNIA





**TOYOTA**  
GENUINE PARTS

### SERVICE HOTLINE

HERC HOTLINE N. California  
**(510) 441-3127**



info@tmhnc.com

## LIFT TRUCK ANNUAL CHECK UP SERVICE OFFER



#### INTERNAL COMBUSTION MACHINES:

- Change engine oil & filter
- Change transmission oil & filter
- Complete engine tune up
- Pressure Check cooling system
- Check & adjust governor
- Inspect intake hoses, elbows & clamps
- Check belt condition & tension
- Inspect exhaust system
- Inspect fuel system & lines
- Check all emission components
- Verify data plate information
- Check LPG tank and mounts
- Inspect & clean or replace as needed: air filter (clean canister), PCV valve, fuel filter.

#### ELECTRIC MACHINES:

- Check control panel connections
- Inspect contactor tips
- Inspect contactor assemblies' operation
- Check operation of all switches
- Check operation of potentiometers
- Clean out all motors
- Check all motor brushes

All Parts and Labor included. Freight, miscellaneous hardware, environmental charges and sales tax are not included.

#### ALL MACHINES:

- Full Operational check
- Change hydraulic filter
- Pull drums & inspect brake system (excludes internal brakes)
- Repack wheel bearings
- Comprehensive safety inspection
- Written condition report
- Check battery electrolyte levels
- Clean battery cables & terminals
- Inspect mast, carriage, lift chains
- Inspect steering system & steer axle
- Complete lubrication

#### WHY CHOOSE TMH?

- Over 100 Service Technicians
- CARB compliance specialist on staff
- Emergency Parts Service
- Toyota Certified Technicians
- Planned Maintenance Services (PM)
- Service & Parts for aerial, industrial cleaning & electric utility vehicle equipment.
- Complete Hydraulic Repair Service
- Over 600 Rental Units
- Taylor Dunn Industrial vehicles
- Advance Floor Cleaning Products
- Aichi & JLG aerial equipment
- Service Training
- Forklift & Aerial Operator Training
- Your Partner for over 80 years
- 2 Year Parts warranty on all Toyota Genuine parts including labor if installed by a Toyota Dealer
- Factory trained parts specialists
- \$2+ million in parts inventory
- Polaris / Gen car Line



## Hand Truck Inventory Ad:

Move inventory quickly with striking promotional graphics that create urgency around limited-stock items.



**OWN THE ALL NEW TOYOTA 8-SERIES  
PALLET JACK TODAY FOR ONLY \$3,895**

- Valid only on in-stock 8HBW23 units **while supplies last**
- Price does not include tax
- Price includes delivery within Northern and Central California
- Order it today and get it tomorrow\*

 **TOYOTA**

**INDUSTRIAL EQUIPMENT**

**TAKE UP TO  
3 YEARS TO PAY  
WITH NO INTEREST!\***

**OFFER EXPIRES 12/31/15**

## Targeted Industry Attachment Flyer:

Penetrate niche markets with customized flyers showcasing relevant specials.



### When you need your forklift fixed fast at an affordable price.

Managing a warehouse means you have to push the limits of your equipment. Knowing the fine line between balancing your budget and maintaining your equipment is difficult.

We understand. It's not your fault when a forklift goes down.

We've helped hundreds of forklift owners in the East Bay for more than 20 years. Our army of technicians are Toyota-certified and arrive at your location in a service van stocked full of parts.

#### If your forklift needs service, follow our Fast Fix Forklift Plan:

- Step 1:** Call, email or visit our website to schedule a service call
- Step 2:** Our experts will inspect and assess your equipment
- Step 3:** The tech will diagnose the issue, and provide a solution plan



If you need a part, the technician will provide a quote and time frame so you can adjust your schedule.

We know how important it is to keep your warehouse running. Don't take a chance on calling someone else who may not have the parts, or even worse, the expertise to repair your forklift.

The next time your forklift needs service or repair, call TMHNC. We'll help you get back to having an efficient warehouse so orders are fulfilled on time.



**24/7 Service 1-800-527-3746**

## Wearable Parts Special Flyer:

Encourage preventative maintenance and repeat business with deals on essential, high-wear parts.

### ONE KIT CLEANS IT ALL

**SWEEPER SCRUBBER  
WEARABLE PARTS KITS  
KEEP YOUR FACILITY CLEAN.  
REPLACE WORN-DOWN PARTS.**



**ADVANCE SW8000  
RIDER  
SCRUBBER**



Broom    Cleaning Solution    Filter

**\$689**

**ADVANCE SC6000  
RIDE ON FLOOR  
SCRUBBER**



Brush    Squeegee Blade    Cleaning Solution    Broom

**\$589**

**ADVANCE SC750  
WALK BEHIND  
SCRUBBER**



Squeegee    Cleaning Solution    Brush

**\$489**

## Trade-In Promotion Materials:

Accelerate new sales by enticing customers to upgrade, using bold visuals and clear trade-in incentives.

A promotional graphic for a Toyota forklift trade-in offer. The background is a dark, high-contrast photograph of a Toyota counter-balanced forklift in a warehouse setting. A worker in a white hard hat is visible in the driver's seat. The text is overlaid on the right side of the image. The main headline is "\$2000 TRADE-IN REBATE" in large, bold, white capital letters. Below it, "Toyota Forklift Offer" is written in orange. Further down, in smaller white text, it says "Electric & IC counter-balanced models only" and "Off available through March 31, 2018". At the bottom right, there is an orange button with the text "Get a 'Trade-Up' Quote" in white.

**\$2000 TRADE-IN REBATE**

Toyota Forklift Offer

Electric & IC counter-balanced models only  
Off available through March 31, 2018

Get a "Trade-Up" Quote

## Safety Fair Invitation Suite:

Promote safety and raise event attendance with an invitation to a safety fair.



**WHEN:** JUNE 19<sup>th</sup> **TIME:** 7:30 TO 10:30

**WHERE:** TOYOTA MATERIAL HANDLING NORTHERN CALIFORNIA,  
6999 SOUTHFRONT ROAD, LIVERMORE, CA

Safety is always an important part of any warehouse operation, but June is Forklift Safety Awareness month so now is the perfect time to make sure you and your employees are prepared. It can be overwhelming, but it doesn't have to be.

Join us for bagels and coffee at our Livermore showroom to see our safety equipment in action. For example, you'll see:

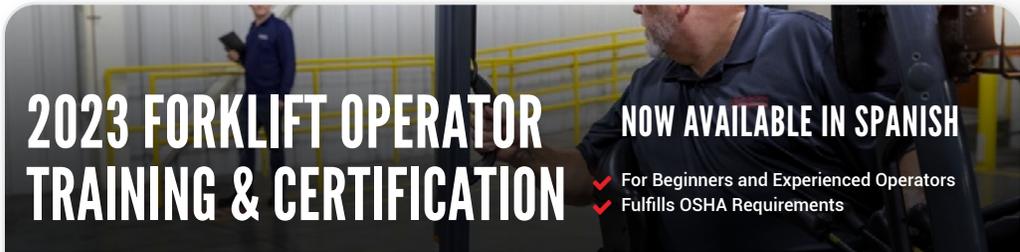
- Ergonomic product demonstrations
- Forklift safety lighting features
- Manual pallet jack vs electric pallet jack discussion
- The benefits of lift tables
- Broom vs walk behind sweeper/scrubber

Join us at our Safety Fair to gain the upper hand. We offer the tools to keep you, your business, and your employees safe and profitable.

Go to <https://www.tmhnc.com/june-2019-safety-fair-in-livermore-ca> to learn more.

## Training Flyer with Dates & Rates:

Empower customers with information on certification classes, embedding your value in their skill development journey.



### 2023 OPEN ENROLLMENT

Open enrollment training classes are designed for companies with less than five operators that need training and certification. This class is similar to the on-site course, except that it is performed at a TMH facility, using our forklifts.

The training & certification will be for sit-down counterbalanced forklifts, (electric and gas/lp) and includes classroom training, a written test, hands-on driving, certificates and wallet cards.

Additional employer training will be necessary for the specific type of work environment encountered and equipment used.

Class size is limited, pre-registration is recommended online at [tmhnc.com/forklift-training](http://tmhnc.com/forklift-training)

W. SACRAMENTO	LIVERMORE	SALINAS	FRESNO
JAN 4	JAN 11	JAN 18	JAN 25
FEB 1	FEB 8	FEB 15	FEB 22
MAR 8	MAR 15	MAR 22	MAR 29
APR 5	APR 12	APR 19	APR 26
MAY 3	MAY 10	MAY 17	MAY 24
JUN 7	JUN 14	JUN 21	JUN 28
JUL 5	JUL 12	JUL 19	JUL 26
AUG 2	AUG 9	AUG 16	AUG 23
SEP 6	SEP 13	SEP 20	SEP 27
OCT 4	OCT 11	OCT 18	OCT 25
NOV 1	NOV 8	NOV 15	NOV 21
DEC 5	DEC 6	DEC 12	DEC 13

*We accept account invoicing, company check, MasterCard or Visa, and cash (Personal checks not accepted). Payment for training class is nonrefundable.*

### YOUR COST

- \$175 per person\*
- Classes available in W. Sacramento, Livermore, Fresno and Salinas
- Courses run from 9AM – 1PM

\*Prices subject to change



Please contact us for more details  
510-675-0500 | [training@tmhnc.com](mailto:training@tmhnc.com)

## Encourage Li-Ion Adoption:

Create material to promote lithium-ion adoption in utility vehicles.

TMHNC.COM



## LI-ION UTILITY MODELS TO CHOOSE FROM

### Taylor-Dunn Bigfoot® 48V

Ergonomic electric utility vehicle for indoor/outdoor use.

- 36 or 48-volt electric, or Lithium-Ion electric
- Speed up to 12 mph
- Range up to 40 miles
- Load capacity of 3,000 pounds
- Tow capacity of 7,500 pounds
- Two-person capacity

Popular additional accessories: fold-away seats, steel cab with doors, strobe light, and battery watering system

### Taylor-Dunn Bigfoot® XL

High payload and towing capacities for indoor/outdoor use.

- 48-volt electric, or Lithium-Ion electric
- Speed up to 18 mph
- Range up to 40 miles
- Load capacity of 3,000 pounds
- Tow capacity of 10,000 pounds
- Two person capacity

Popular additional accessories: steel cab with doors, bed sides, and ladder rack

### Taylor-Dunn Bigfoot® 3000

Fully cabbed utility vehicle for outdoor operations.

- 48-volt electric, or Lithium-Ion electric
- Speed up to 18 mph
- Range up to 40 miles
- Load capacity of 3,000 pounds
- Tow capacity of 10,000 pounds
- Two person capacity

Popular additional accessories: ladder rack, lockable cargo box, steel panel box, diamond plate deck, and flatbed dump.

BATTERY PACKS AVAILABLE IN



**4-pack**  
(6.1 kWh, 30mi)



**6-pack**  
(9.2 kWh, 45mi)



**8-pack**  
(12.3 kWh, 60mi)

## Health & Safety Posters:

Advocate for workplace safety and demonstrate your commitment to customer welfare with safety posters.



## Electrification Readiness Checklist:

Guide customers through modernization with a checklist, establishing your role as a supportive partner in their transition.

**TCM**

### Electrification Readiness Checklist.

Is your business prepared for 2035? While the ban on ICE trucks might seem a long way off, being ready for the change won't happen overnight. We've created this electrification readiness checklist to help you [plan and prepare for the future](#).

Electrification is the process of changing from a traditional [internal combustion engine \(ICE\) to an electric source](#), such as a battery-powered truck.

By 2035, it will be illegal to sell new gas, diesel, and even hybrid-powered vehicles in the UK. Put simply, if it has an engine that runs on fossil fuels, it's out.

The benefits of electrification are numerous — from reduced fuel costs (and, in turn, TCO), to lower CO2 emissions and less maintenance, there are plenty of reasons why companies are making the switch to electric now.

To help you cut costs and improve the efficiency of your operations, here are five ways to prepare your fleet, workforce and operation for electrification:

#### 1. Identify the right battery for your operational and business needs

The first and arguably the most important step in preparing for electrification is to identify the right battery for both your operational needs and your business requirements. Whether you opt for [lead-acid or lithium-ion](#), or an alternative battery solution, assessing your operation alongside your local dealer should be your first port of call.

At TCM, we're offering a free application survey through our trusted [dealer network](#) to help you assess your operational and business needs both now and in the future.

To request your free health check, [click here to contact your local dealer](#) today.



## Customer Case Studies:

Build trust by showcasing real-world success stories and results.

6

## WHY DREISBACH PUT THEIR TRUST IN TOYOTA

Toyota forklifts come standard with IP65-rated wire connections, sealed motors and contactors. The AC motor and controllers also produce less heat, further reducing the risk of condensation seeping into the nooks and crannies of the forklift.

Dreisbach opted for Toyota's cold storage conditioning package which further safeguards the machine's electrical components. Toyota's environmental conditioning packages are designed to match the needs of both the vehicle and the environment where it will operate and may include:

- > Transmission and hydraulic fluids formulated to operate in the cold
- > Drip guard
- > Sealed limit switches

connections

for underbody transmission

operated while wearing

ESTABLISHED IN OAKLAND IN 1939, DREISBACH ENTERPRISES IS A 3<sup>RD</sup> GENERATION, FAMILY-OWNED COMPANY.

TOYOTA FORKLIFTS ARE MADE IN THE U.S.A.

**SELL:** TMH helped us achieve all our goals by thoroughly analyzing our application: going over parameters with regard to weight, temperature, heights to reach and aisle dimensions. Their team helped us navigate many hurdles as we designed this fleet for a unique facility.

DREISBACH AND COOL PORT OAKLAND

LEADING THE WAY IN EFFICIENT, ECO-FRIENDLY COLD CHAIN LOGISTICS

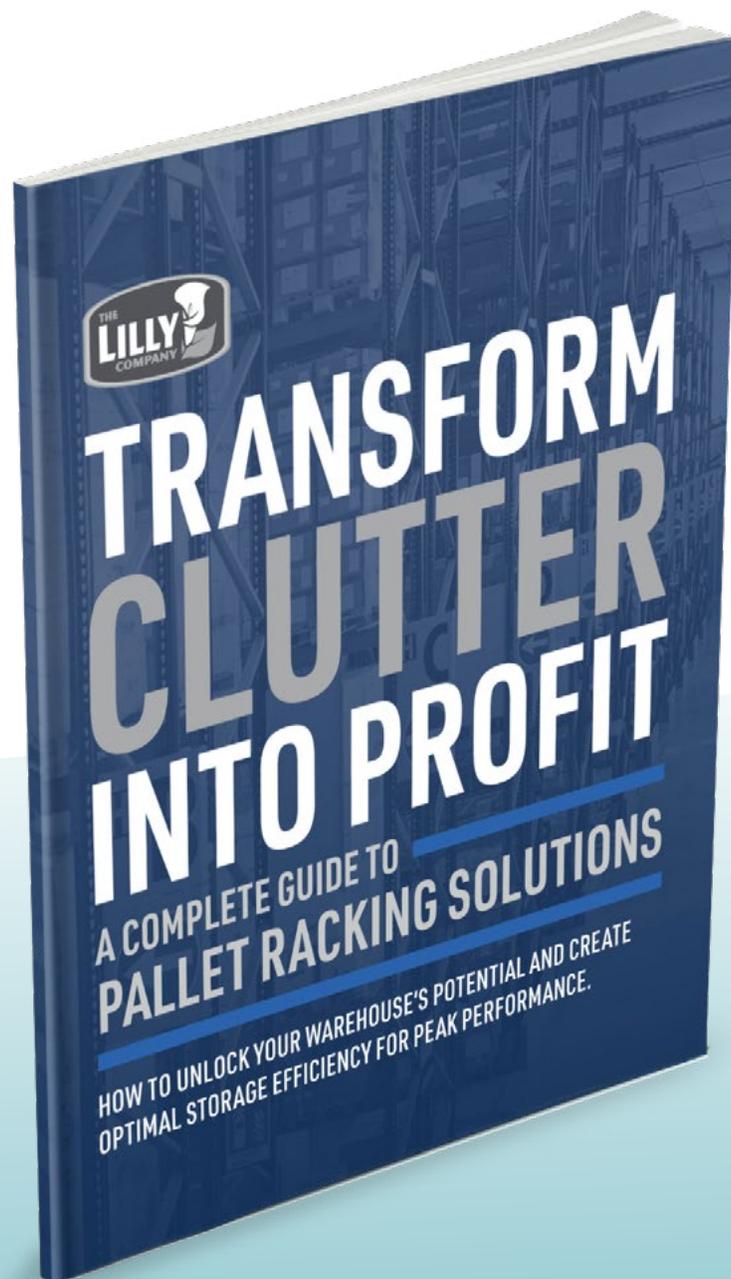
## Blog Graphics:

Enhance blog post engagement with custom illustrations or infographics that make your content visually appealing and easier to understand.



## Educational eBooks:

Strengthen your authority in the space with in-depth guides on pallet racking varieties, helping customers make informed purchasing decisions.



## Event Banners:

Grab attention and draw in crowds at trade shows or recruiting events with professionally designed, eye-catching banners.

LIVERMORE W SACRAMENTO FRESNO SALINAS

**DOCK-TO-DOCK**  
Material Handling Solutions

**Our Services:**

- Over 110 factory trained technicians
- Mobile service – We'll come to you!
- Maintenance and repair of most makes of material handling equipment
- 24-hour, 7 days-a-week emergency service
- Parts for most makes of equipment including forklifts, aerial equipment, utility vehicles and industrial sweepers and scrubbers
- Fully stocked service vehicles equipped with air compressors and welders
- Planned maintenance that can be tailored to your operation and production needs

**TOYOTA**  
INDUSTRIAL EQUIPMENT

## Posters:

Display your core values and inspire your team with a giant poster.

### OUR VALUES

## COMMUNICATION

WE STRIVE TO BE PROACTIVE IN PROVIDING STATUS TO OUR CUSTOMERS, OUR SUPPLIERS AND EACH OTHER, IN ORDER TO MAXIMIZE SUCCESS AND MINIMIZE SURPRISES.  
WE SIMPLY CAN'T OVER-COMMUNICATE.

## TRANSPARENCY

WE SPEAK THE TRUTH WITH KINDNESS AND DIPLOMACY. WE UNDERSTAND THAT HAVING THE FACTS ENABLES EVERYONE TO FEEL CONFIDENT AND SUPPORTED, AND WE ARE COMMITTED TO CREATING TRUST-BASED RELATIONSHIPS WITH OUR CUSTOMERS, OUR SUPPLIERS AND EACH OTHER.

## ACCOUNTABILITY

PUT SIMPLY, WE OWN IT. WE TAKE RESPONSIBILITY FOR OUR ACTIONS. WE SHOW UP WHEN WE PROMISE. WE LEARN FROM MISTAKES AND DON'T MAKE EXCUSES. WE CAN BE COUNTED ON.

## TRAINING & DEVELOPMENT

WE ENCOURAGE AND SUPPORT OUR ASSOCIATES IN DEVELOPING NEW SKILLS, MOVING TO DIFFERENT JOBS WITHIN THE COMPANY AND SERVING AS MENTORS FOR OTHERS. WE INVEST CONSISTENTLY AND HEAVILY IN COACHING AND TRAINING FOR ALL OF OUR ASSOCIATES AND EVEN OFFER TRAINING AS PART OF OUR PRODUCT LINE.

## FOLLOW-THROUGH

WE DO WHAT WE SAY WE'RE GOING TO DO AND WE FINISH WHAT WE START. IN FACT, WE CONTINUE DOING OR THINKING ABOUT IT UNTIL WE'VE DONE EVERYTHING POSSIBLE WITH THE CUSTOMER EXPERIENCE AS OUR GUIDING LIGHT.

## Line Card:

Showcase the brands and products you sell at your dealership.

TOTAL MATERIAL HANDLING

# WE HELP WAREHOUSES KEEP THE WORLD MOVING



**TOTAL**  
MATERIAL  
HANDLING

[totalmh.com](http://totalmh.com)

## “We’re Moving” Fliers:

Let your neighbors know about your new location.

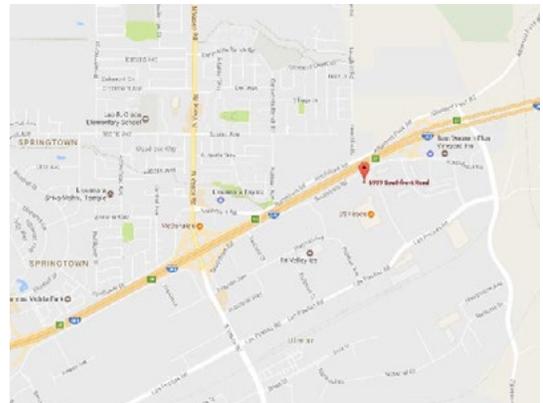
# WE’RE MOVING

April 1, 2017

**Goodbye Hayward,  
Hello Livermore!**

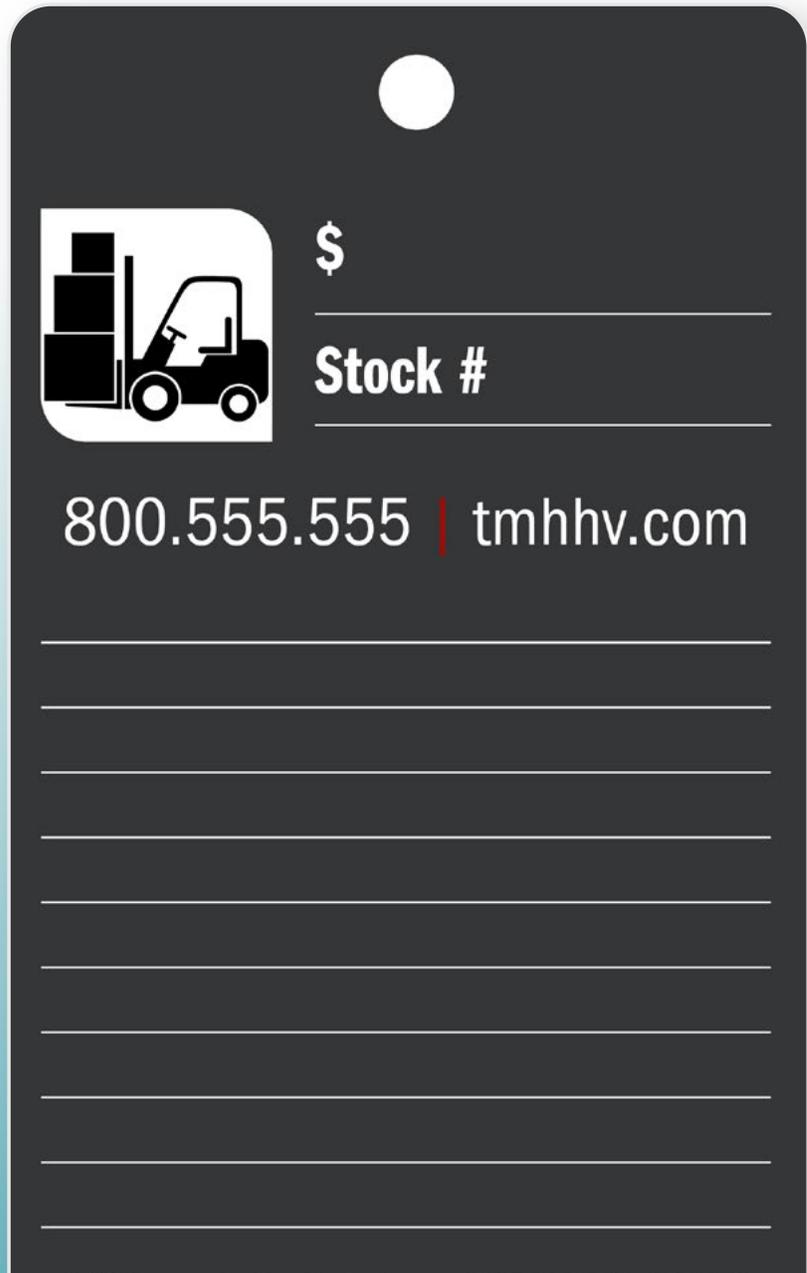


**Our New Location**  
6999 Southfront Rd  
Livermore, CA 94551



## Forklift & Equipment Price Tags:

Hang them on the trucks in your showroom so visitors know the price and part number of the equipment they're looking at.



\$

Stock #

800.555.555 | tmhhv.com

## Pallet Jack Socials:

Create graphics to promote a pallet jack cash rebate offer. Call it “Cash Back for Pallet Jacks.”

# GREENBACKS FOR PALLET JACKS

**TMHNC WILL GIVE  
YOU \$100 FOR YOUR  
OLD PALLET JACK**



**Give us your old pallet jack and we'll give you \$100 towards the purchase of your new Toyota Electric Walkie Pallet Jack.\***

\*Some restrictions apply. See link for details. <http://goo.gl/BPNUkD>

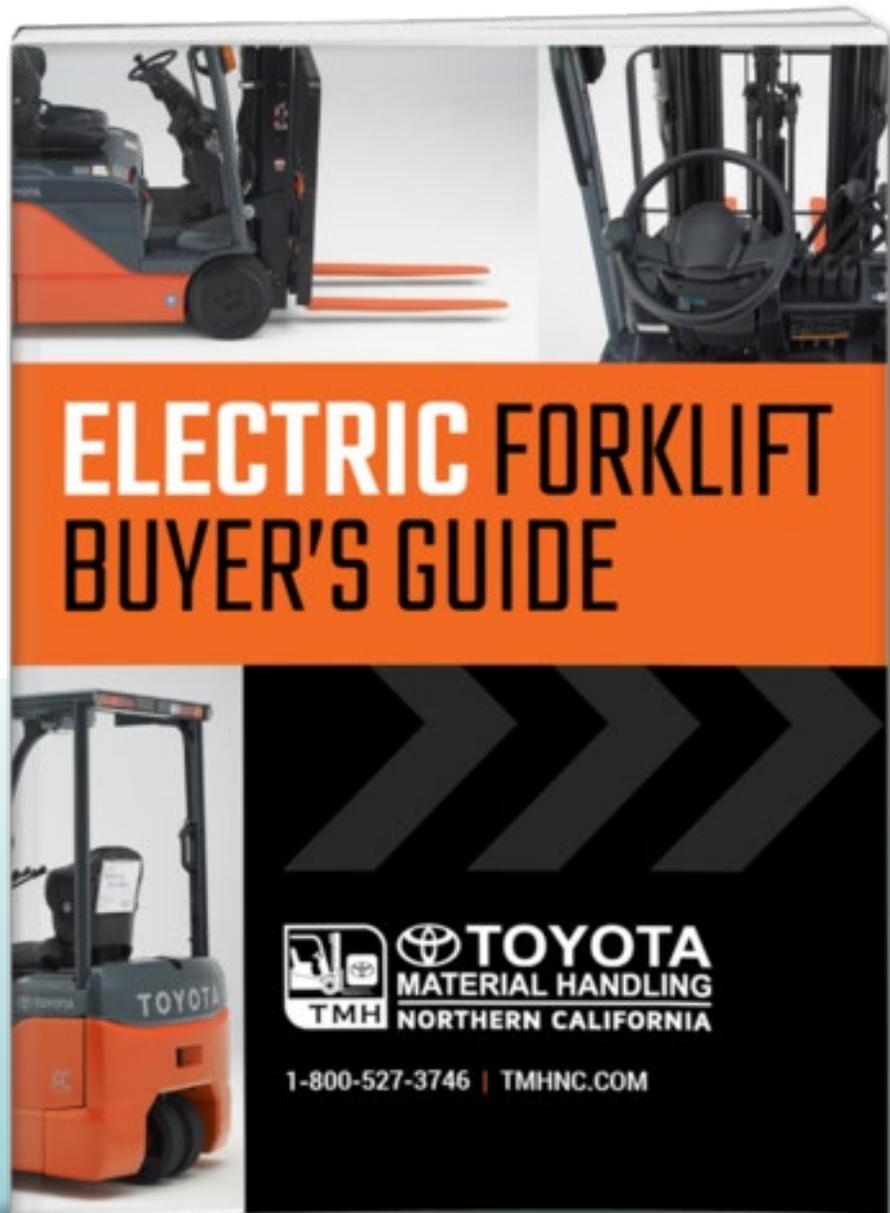
## Forklift Safety Month:

Make a series of forklift safety tips to post on LinkedIn during forklift safety week.



## Get Green. Promote Electric Forklifts:

Design an electronic ebook about the environmental benefits of converting your forklift fleet to electric.



## Promote Warehouse Solutions:

Design a banner that explains the different kind of warehouse solutions you offer.





## Recruitment Referrals:

Launch a referral incentive program. Design a flyer to inspire to your team to help you recruit technicians.



### Employee Technician Referral Form

\$500/\$500/\$500 Program 6.1.22 thru 5.1.23

Employee Name:

Department:  Branch:

Name of Candidate:

Branch/Department Referred for:

Relationship to Employee (friend, family member, referred by 3<sup>rd</sup>. party, or other (please specify):

Candidate's Contact Information (phone preferred):

Why is the candidate qualified as a Technician?

Signature of Employee:  Date form Submitted to HR:

#### Payroll Use Only:

Start date of referred Technician:  Employee Paid:

90 Days completed:  Employee Paid:

12 Months completed:  Employee Paid:

#### To be eligible for the Employee \$500/\$500/\$500 Referral Incentive:

- Must be a current employee at the time the Referral Incentive is earned and is to be paid
- The referral must provide the employee's name when first contacted Mid Columbia, or the employee must submit a referral form to [Tammy Tash & Human Resources - HR@midcoforklift.com](mailto:Tammy.Tash@HumanResources) with the referred candidates name before or simultaneously when the referral applies.
- The referring employee must agree to have his or her name used when the company contacts the candidate.
- The first employee to refer a candidate will be the only referring employee eligible for payment.
- Only candidates who meet the above standards will be considered
- All Forms will be kept on a ledger after submission reconciled by accounting monthly
- Download a Blank Form here [https://www.midcoforklift.com/hubfs/Referral\\_Form.pdf](https://www.midcoforklift.com/hubfs/Referral_Form.pdf)

## Recruit Technicians:

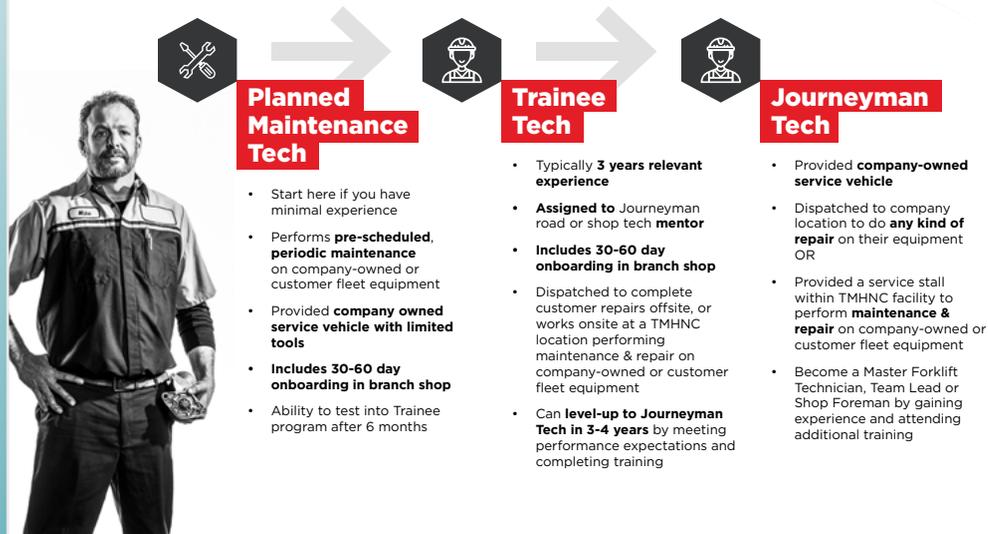
Design a “Become A Forklift Technician” eBook to show potential hires how to become tech.



How to Become a Forklift Technician

13

### Forklift Technician Career Path



## Upsell Safety Lights:

Create a Blue LED Safety Light Special. The more you buy, the more you save.

# Blue LED Safety Light

### The 3" X 5" 12-48V Oval LED Blue Pedestrian Light

- Universal mount
- Available in a 12-48V DC configuration
- UV-resistant polycarbonate lens
- Provides visual warning for pedestrians to promote greater safety
- Bright blue spot beam pattern projects onto the ground
- Rugged solid state LEDs can withstand shock & vibration
- Long-lasting LED lights mean there are no bulbs to replace!
- Tough polycarbonate housing prevents rust & corrosion
- Also available in a version that projects red (Model 770 RED)



### INSTALLED PRICING\*

Quantity 1-10: **\$325** / Ea Plus Tax  
 Quantity 11-25: **\$309** / Ea Plus Tax  
 Quantity 26+: **\$292** / Ea Plus Tax



Unit must have a working strobe light or b/u alarm. Travel not included unless completed during PM Service. Light alone (No Installation): **\$185/Ea Plus Tax**.  
 Pricing effective to 12/31/2016, subject to change w/o notice.

## Highlight Reliability

Your “Garage of Champion” content shows your brand’s durability and highlights your long time customers.



## Safety & Maintenance Tips:

Remind customers to replace their hoses and wearable parts.

Southern States **TOYOTALIFT** **RAYMOND**  
MATERIAL HANDLING SOLUTIONS • SINCE 1992 HANDLING CONSULTANTS

# REPLACING FORKLIFT HOSES

## SAFETY TIPS

**Lorem ipsum dolor sit amet**

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### LOCATIONS

<p><b>Corporate Office</b> 115 S. 78th Street <b>Tampa, FL 33619</b> (813) 621-1000 Fax (813) 626-4713</p> <p>5127 Recker Highway Winter Haven, FL 33880 (836) 967-8551 Fax (863) 965-2681</p> <p>11000 Palmbay Drive Orlando, FL 32824 (407) 859-3000 Fax (407) 859-9944</p> <p>1623 N. Magnolia Ave. Ocala, FL 34475 (352) 840-0030 Fax (352) 840-7166</p>	<p>560 Cynthia Street Jacksonville, FL 32254 (904) 764-7662 Fax (904) 764-1079</p> <p>1865 Business Parkway Valdosta, GA 31601 (229) 247-8377 Fax (229) 245-7299</p> <p>1115 Don L. Cutler Sr. Dr. Albany, GA 31705 (229) 338-7277 Fax (229) 338-7270</p> <p>7565 Chattsworth Road Columbus, GA 31820 (706) 660-0067 Fax (706) 660-0066</p> <p>4700 Pio Nono Ave. Macon, GA 31206 (478) 788-0520 Fax (478) 784-1525</p>
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[www.sstlift.com](http://www.sstlift.com)

[800.226.2345](tel:800.226.2345)

## You Sell More Than Just Forklifts:

Design a flyer to leave behind so customers know you service docks and doors too.



### Comprehensive dock and door solutions:

- Dock Levelers
- Restraints & Locks
- Seals & Shelters
- Roll Up Doors
- High-speed doors
- Dock & Door Installation
- Dock & Door Repair Service
- Planned Maintenance

### OTHER WAREHOUSE SOLUTIONS

- Industrial Sweepers
- Aerial Equipment
- Fleet Telematics
- Utility Vehicles
- Pallet Racking
- Pallet Jacks
- Forklifts

Planned maintenance programs to minimize downtime and extend equipment life.

### READY TO ENHANCE YOUR WAREHOUSE'S EFFICIENCY AND SAFETY?

Visit [midcoforklift.com](http://midcoforklift.com) or call us for a consultation.



Struggling with slow service and operational delays due to warehouse door or dock leveler issues? Broken loading docks can pose safety hazards and result in increased costs, causing delays that may damage your reputation.

Mid Columbia Forklift can help. We specialize in warehouse door and dock solutions, offering expertise beyond standard garage door services. We guarantee faster response and turnaround times by sourcing locally in the Pacific Northwest.

.....

*"I would like to express my gratitude for the professionalism shown by your crew while on site installing the two roll up doors in packaging last week, they followed all our GMP policies were courteous, clean, and communicated well, please pass on we appreciate all of their hard work.."*

**Dee E Ellis,**  
Maintenance Manager, Calbee America

.....

**LET'S TALK DOCKS**  
Your warehouse deserves the best!

## Use AI to create a hero image:

Add a big photo to your website that shows your ideal customer smiling.



## Dock & Door Promotion:

Make a flier for dock seals and dock shelters.



## DOCK SEALS

### FP SERIES



DESIGNED FOR DOOR OPENINGS  
UP TO 9 FT WIDE X 9 FT HIGH

FP Series Dock Seal—the foam-filled head pad and side pads provide a tight, energy-efficient seal between the trailer and dock wall providing protection from inclement weather, dirt and insect infiltration.

### FPU SERIES



DESIGNED FOR DOOR OPENINGS  
UP TO 10 FT WIDE X 9 FT HIGH

FPU Series Dock Seal—accommodates larger doors and provides a positive foam seal and wiping action against truck sides. Provides full access side-to-side with this model.

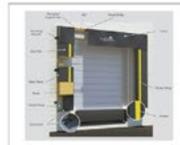
### FPH SERIES



DESIGNED FOR DOOR OPENINGS  
UP TO 9 FT WIDE X 12 FT HIGH

FPH Series Dock Seal—features a hood-style head curtain in place of a head pad with fiberglass stays and metal pipe in the fabric hood to maintain support and serviceability.

### FPHU SERIES



DESIGNED FOR DOOR OPENINGS UP TO  
10 FT WIDE X 12 FT HIGH AND HIGHER DOORS

FPHU Series Dock Seal—features a fabric hood-style head curtain to accommodate larger doors and provide a positive foam seal and wiping action against truck sides. Provides full access side-to-side with this model.

### DAIRY SEAL



DESIGNED TO FIT ANY SIZE HATCH DOOR

Dairy Seal—These four-sided seals are used to enclose the hatch door for a milk tanker truck to back up against. Milk from dairy cows that has been instantly cooled in holding tanks inside the facility is transferred directly to the tanker. A good seal is necessary to prevent insects, pests and debris from contaminating the transfer process and to meet FDA inspections.

### NORTHERN CALIFORNIA



**SALES HOTLINE**  
(800) 527-3746



sales@tmhnc.com  
www.tmhnc.com

## Battery Education Flyer:

Make a PDF to educate clients about the different kinds of forklift batteries.



## TYPES OF FORKLIFT BATTERIES



### GET THE RIGHT FORKLIFT BATTERY

**Flat plate batteries** are the standard battery for most forklifts and pallet jacks.

**Tubular plate batteries** offer longer run times and higher voltages under load compared to flat plate batteries. Unfortunately, these batteries need to be replaced more frequently than a standard battery.

**High amp-hour batteries** are more dependable than tubular plate and are a good choice if an operation occasionally experiences higher demand, or is right on the edge of needing a second battery.

**Waterless batteries** are a good choice for customers who want to reduce labor costs. Waterless batteries do, in fact, need water, but much less frequently (approx. every other month).

**Maintenance-free batteries** don't need to be watered and are ideal for clean (or green) applications such as pharmacy or food handling.

**Thin plate pure lead batteries** TPPL (Thin Plate Pure Lead) batteries recharge in five hours or less and offer many of the benefits of lithium-ion batteries at a lower cost. Thin plate batteries are made for opportunity charging and eliminate the need for additional batteries, charging rooms and equipment. Additionally, TPPL batteries don't require watering, which reduces labor costs.

**Lithium-ion batteries** store about three times more energy than a conventional battery, fully charge in as little as an hour, and don't slow down your machine as they discharge.

Though more expensive upfront, lithium-ion batteries offer considerable labor and space savings. Switching to lithium-ion eliminates the need for charging rooms and time spent swapping and watering batteries - and retrofitting a forklift is easy.

For multi-shift operations, lithium ion batteries pay for themselves in just a few years. An average single-shift operation will find the L-I battery pays for itself in about five years, sometimes less. Plus, L-I batteries last up to four times longer so you'll be buying batteries less often.

### NORTHERN CALIFORNIA



**SALES HOTLINE**  
(800) 527-3746



sales@tmhnc.com  
www.tmhnc.com

## Promote Productivity:

Encourage worker productivity with a flyer that promotes lift tables.



## LIFT TABLE

**MAKING WORK FASTER, SAFER AND EASIER**  
 WITH LIFTING, POSITIONING, AND TRANSPORTING PRODUCTS



### NORTHERN CALIFORNIA



**SALES HOTLINE**  
 (800) 527-3746



sales@tmhnc.com  
 www.tmhnc.com

The Industry's Broadest and Most Comprehensive  
 Line of Lifting and Positioning Equipment

**INCREASE WORKER PRODUCTIVITY AND  
 PROFITS WITH IMPROVE ERGONOMICS**

## Promote Telematics:

Show the benefits and what's included when you invest in telematics for your forklift fleet.



## GEM BATTERY MONITORING SYSTEM FORKLIFT WEIGHT SCALE GLOBAL POSITIONING SYSTEM

### FORKLIFT WEIGHT SCALE IN FOCUS

#### Increase in forklift operator accountability

Insightful data is valuable when it comes to ensuring forklift operator accountability, through this option, you can receive email alerts on any overloads; and show the forklift number, driver name, time and date.

The GEM weight-scale option also supports equipment longevity and drives down expenditure, by ensuring transport vehicles cannot be overloaded.



### FORKLIFT WEIGHT SCALE BENEFITS INCLUDE

**Flexible fit for any forklift model**  
This unique product is designed to fit any forklift model with a voltage of up to 48-volt units. If your forklift already has an old mechanical-style scale installed we can utilize the existing plumbing to make installation even easier.

### BMS IN FOCUS

#### Extend battery life to reduce costs

The most expensive spare part on any electric forklift is the battery- yet with access to the right insights, you can make it last for many more cycles. Available for all GEM products - GEM Sapphire LCD, GEM Sapphire-Lite and GEM Emerald - the Battery Monitoring System (BMS) gives essential information to help prolong battery life.



### BMS BENEFITS INCLUDE

**Remote reporting**  
Within an instant, you can see if your battery is optimized to support longevity. The GEM Sapphire web interface displays all battery information on the Battery Manager, with easy-to-understand graphs and tables that reveal charge, usage (operations) and idle time.

### GLOBAL POSITIONING SYSTEM IN FOCUS

#### Solve all equipment -tracking needs

All GEM models have the option of adding a Global Positioning System (GPS) feature. Utilizing super-sensitive receivers with very fast signal acquisition and tracking capability, GEM's GPS can meet even the most stringent performance expectations.



### GPS BENEFITS INCLUDE

**Clear precise maps**  
To access both street and satellite views, with the ability to run many reports. These can be displayed on any size of screen, enabled with constant map refreshing so that you see the latest information at all times. Automatic amp updates are standard, with live tracking.

### NORTHERN CALIFORNIA



### SALES HOTLINE

(800) 527-3746



sales@tmhnc.com  
www.tmhnc.com

## Be the Guide:

Be a solutions provider that helps warehouses optimize for profit and productivity.



# 8

## STEPS TO A PROFITABLE & PRODUCTIVE WAREHOUSE

So you can Squeeze Every Ounce of Productivity Out of Your Warehouse

### WHEN YOU'RE PART OF THE SUPPLY CHAIN, EVERY LITTLE THING COUNTS.

As product gets moved through thousands of square feet of warehouse, it interacts with hundreds of variables:

- »»» Loading docks
- »»» Forklifts
- »»» Pallet racks
- »»» Doors
- »»» Floors (yes, your floor matters too)
- »»» Your people

If just one part of your warehouse isn't reaching its potential, you're not as efficient (or profitable) as you could be. You may even have safety issues hiding in plain sight.

Follow this guide to make sure your warehouse reaches its potential - so you can too.

 Mark Andres  
President, TOTAL Material Handling



01

### WAREHOUSE STORAGE SOLUTIONS



#### 3. Explore pallet racking and shelving solutions.

Running a safe, efficient, profitable operation is all about making the best use of your space. If you don't have a well designed pallet racking system in place, you could be:

- »»» running out of room to store goods
- »»» not taking advantage of vertical space
- »»» letting disorganization slow you down
- »»» putting your inventory and your crew at risk with unsafe stacking practices

But there's good news - if your old racking setup is starting to feel cramped, you may not have to expand your physical space just yet. Moving



means tons of downtime, and expanding requires a huge investment. Before you move or expand, consider

#### Check it off.

Calculate how much square footage you could reclaim by converting to narrow aisles. Measure your current aisle, then calculate & subtract the narrower aisle width needed for your current build-out.

- »»» Converting to narrow racks. Most warehouses can make more space just by converting to narrow aisles. A narrow aisle is generally 8.5-10.5' wide and can accommodate reach trucks, pallet jacks, and certain forklifts.

## Internal Events:

Let your team know about your holiday gathering with a festive flier.

**RJMS CORPORATION** **TOYOTA MATERIAL HANDLING NORTHERN CALIFORNIA** **TOTAL POWER SOLUTIONS** **TOTAL WAREHOUSE SOLUTIONS** **TOTAL MATERIAL HANDLING**

# HOLIDAY GATHERINGS

Come and share the holiday spirit with your fellow team members!

<b>Livermore</b> Monday 12/19 7:30 AM	<b>West Sac</b> (Stillwater Combined @ Port Street) Tuesday 12/20 7:30 AM	<b>Fresno</b> Wednesday 12/21 7:30 AM	<b>Salinas</b> Thursday 12/22 8:00 AM
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We'll have a catered breakfast and a little bit of fun to celebrate the season.  
See you there!

## Sell More Service Agreements: Create a tool for the sales team that compares lease and maintenance options.

### EQUIPMENT | LEASE | MAINTENANCE OPTIONS

Powered by Commercial Finance

Prepared For/Date: \_\_\_\_\_

Sales Consultant/Contact: \_\_\_\_\_

Quote Number: \_\_\_\_\_

Model: \_\_\_\_\_

Operating Hours/Year: \_\_\_\_\_

#### LEASE OPTIONS

##### Standard Operating Lease

- Treated as an expense vs. capital purchase.
- Complete use of equipment without responsibility of ownership.
- Transition into new equipment or simply "walk away" at the end of term.
- Get equipment that matches business needs while keeping expenses low.

##### One Pay Operating Lease

- One lump sum lease payment upfront.
- No monthly payments, no monthly invoicing.
- Reduced interest expense.
- Keep available bank lines open for other investment in the business.
- Get additional equipment to meet business needs.

\_\_\_\_\_/mo. + tax      \_\_\_\_\_ mo. \$      \_\_\_\_\_ single upfront payment  
\_\_\_\_\_/mo. + tax      \_\_\_\_\_/mo. \$      \_\_\_\_\_ single upfront payment

##### Capital Lease with \$1 Buyout Option

- Treated as capital purchase.
- Monthly payments instead of outright purchase help manage cash flow.
- Ownership transfers at end of term.

\_\_\_\_\_/mo. + tax      \_\_\_\_\_/mo. + tax  
\_\_\_\_\_/mo. + tax      \_\_\_\_\_/mo. + tax

### LEASE | LOAN | MAINTENANCE OPTIONS

Powered by Toyota Commercial Finance

#### LEASING OPTIONS

##### Standard Operating Lease

- Frequently treated as an expense vs. capital purchase
- Complete use of equipment without responsibility of ownership.
- Transition into new equipment or simply "walk away" at the end of term.
- Get equipment that matches business needs while keeping expenses low.

##### Flex Lease

- Two separate standard operating leases written into a single contract.
- Choice of entering the second term or walking away is made at end of first term.

##### One Pay Operating Lease

- One lump sum lease payment upfront instead of monthly lease payments.
- No monthly payments, no monthly invoicing.
- Reduced interest expense.
- Keep available bank lines open for other investment in the business.
- Get additional equipment to meet needs.

##### Capital Lease with \$1 Buyout Option

- Frequently treated as capital purchase.
- Monthly payments instead of outright purchase help manage cash flow.
- Ownership transfers at end of term.

#### LOAN OPTIONS

##### Retail Installment Loan

- Alternative to paying cash.
- Treated as capital purchase.
- Equipment is capitalized on the balance sheet.
- Monthly payments help manage cash flow.
- Complete use of and responsibility for equipment, including disposal at end of life.
- Get equipment that matches business needs while keeping expenses low.

##### One Pay Balloon Loan

- Alternative to paying cash.
- One lump sum deposit payment upfront with balloon payment at the end of the term.
- No monthly payments, no monthly invoicing.
- Reduced overall interest expense.
- Keep cash or available bank lines open for other investment in the business.
- Get additional equipment to meet needs.

#### MAINTENANCE OPTIONS

##### Bronze Full Maintenance

- Planned maintenance at lower monthly expense.
- Factory set intervals.
- Helps ensure your Toyota forklifts safety and performance.

##### Silver Full Maintenance

- Most popular level of maintenance.
- Factory set intervals.
- Minimizes downtime.
- Helps ensure your Toyota

##### Platinum Full Maintenance

- Highest level of maintenance available.
- Unlimited hours, no overtime.
- Tires, load wheels, and bearings (one set per year).

#### CE OPTIONS

##### Silver Full Maintenance

- Most popular level of maintenance.
- Factory set intervals.
- Breakdown service calls on normal wear and tear items.
- Loaner equipment available.
- Minimizes downtime.

##### Platinum Full Maintenance

- Highest level of maintenance available.
- Unlimited hours, no overtime.
- Tires, load wheels, and bearings (one set per year).
- Abuse/misuse up to \$500 per occurrence.
- Minimizes downtime.

\_\_\_\_\_ \$ \_\_\_\_\_ per month/hour      \_\_\_\_\_ \$ \_\_\_\_\_ per month/hour

## Get Paid to Go Electric:

Show electric forklift buyers how much they save with state incentive credit programs.

### ELECTRIC FORKLIFT INCENTIVE PROGRAM

**⚡ CHARGE UP, GET PAID**

Electric forklift owners in California can earn cash incentives from California Air Resource Board's (CARB) Low Carbon Fuel Standard (LCFS).



**REQUEST AN INCENTIVE ESTIMATE TODAY**

- ✔ Zero change to your operation
- ✔ No cost easy enrollment
- ✔ Contribute to clean air by reducing your emissions

### HOW MUCH COULD YOU SAVE?

Incentive Estimates for Participation in CARB's LCFS

**1** CHARGE CYCLE/SHIFT, **2** SHIFTS PER DAY, **6** DAYS PER WEEK

SMALL FLEET	MEDIUM FLEET	LARGE FLEET
6	20	35
4	10	15
Quarterly Incentive Amount <b>\$4,500</b>	Quarterly Incentive Amount <b>\$15,000</b>	Quarterly Incentive Amount <b>\$25,400</b>
Annual Incentive Amount <b>\$18,400</b>	Annual Incentive Amount <b>\$60,000</b>	Annual Incentive Amount <b>\$102,000</b>

## Design Call to Action Graphics:

Make a CTA for every product you sell. Use them at the end of every blog post to encourage readers to take the next steps.

**PALLET RACKING  
SOLUTIONS**

**UNLOCK YOUR WAREHOUSE'S UNTAPPED  
STORAGE POTENTIAL WITH CUSTOMIZED  
PALLET RACKING SOLUTIONS.**

**GET A WAREHOUSE OPTIMIZATION ANALYSIS**

✓ MAXIMIZE EFFICIENCY ✓ OPTIMIZE STORAGE CAPACITY ✓ ACCELERATE PRODUCTIVITY

## Teach Prospects How to Buy:

Create educational material that helps prospects decide if buying or leasing is a better option.



**\$**  
THE ULTIMATE FORKLIFT FINANCING GUIDE

## FORKLIFT OWNERSHIP OPTIONS

**OVERVIEW**

Purchasing forklifts outright is the most traditional approach to securing new equipment. Before signing the P.O., consider the following short and long-term implications of forklift ownership:

### PROS AND CONS OF OWNING A FORKLIFT

**PROS:**

- Own a depreciable asset
- Potential tax advantages
- Access to extended warranties
- No limits on usage

**CONS:**

- Large initial cash outlay required
- 100% responsible for maintenance costs and downtime
- Locked into aging technology (vs. getting a new model every few years)
- Business capital tied up in depreciating asset

LILLYFORKLIFTS.COM

8

## Memorable Rhyming Headline

Create a flyer to promote Doosan hand pallet jacks with a special price.



**MID COLUMBIA**  
FORKLIFT

**DOOSAN**

**DOOSAN HAND PALLET JACK SPECIAL**

**\$499** IN STOCK

The warehouse's essential tool for moving small loads for a short distance. Give your team superhuman strength so they can safely move materials without injuring themselves or damaging your property or products.

- Load capacity: 5,500 plbs
- Fork size: 47" Length x 27" wide
- Total weight: 202 lbs.

**IMPROVE YOUR MOVE**

**REDUCE MANUAL LIFTING WITH A NEW HAND PALLET TRUCK.**

CALL: 253-854-5438  
OR VISIT ONLINE:  
[WWW.MIDCOFORKLIFT.COM/PARTS](http://WWW.MIDCOFORKLIFT.COM/PARTS)

## Make a Flyer for Hand Trucks:

Create a flyer to promote Toyota hand pallet jacks for a special price.



### IMPROVE YOUR MOVE

Does the most used tool in your warehouse need an update? Easily move small loads a short distance and reduce manual lifting it reduces injury and product damage.

#### HAND PALLET JACK

**\$620** FREE SHIPPING

Toyota's hand pallet jacks are built with quality parts and a durable frame to ensure low-cost of ownership while maximizing uptime.

The nylon wheel option is a tough jack - resistant to damage from debris and spills for all your bathroom or receiving operation needs.

The polyurethane wheel option is a jack that makes pulling products through retail environments easy and convenient.

The right pallet jack for you is just a few clicks away.



Performance



Ergonomics



Ease of Service



Reliability & Durability



#### CONTACT US ONLINE OR CALL

PASCO 509-547-7413 WENATCHEE 509-663-9009 YAKIMA 509-457-5137

[www.website.COM/palletjack](http://www.website.COM/palletjack)



## Run an ad:

Support your local police with a magazine ad that supports the troopers.



Forklifts | Warehouse Supplies | Training  
Industrial Cleaning | Service & Parts



Mid Columbia Forklift  
1007 North 16th Avenue  
Yakima, WA 98902

Mid Columbia Forklift  
5534 Industry Lane  
East Wenatchee, WA 98802

Mid Columbia Forklift  
2605 North Commercial  
Pasco, WA 99301

Midco Material Handling  
4138 B Place N.W.  
Anuburn, WA 98001

## Make an Ad to Promote Your Company:

Place an ad in a community program to show what problems you solve.



**MIDCO**  
MATERIAL HANDLING

**MATERIAL HANDLING SOLVED**

**Forklifts | Warehouse Supplies | Training | Industrial Cleaning | Service & Parts**

<b>MidColumbia Material Handling</b> 1007 North 16th Avenue Yakima, WA 98902 509.457.5137	<b>MidColumbia Material Handling</b> 5534 Industry Lane East Wenatchee, WA 98802 509.663.9009	<b>MidColumbia Material Handling</b> 2605 North Commercial Pasco, WA 99301 509.547.7413	<b>Midco Material Handling</b> 4138 B Place N.W. Auburn, WA 98001 253.854.5438
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[www.midcoforklift.com](http://www.midcoforklift.com)

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HighVIZ  
MARKETING

## Make Blog Post Graphics:

Make one blog graphic and use it on your website and when you post on social.



## Display Your Awards:

If you win an award and there's no graphic or badge that comes with it, make your own.

TOYOTA  
MATERIAL HANDLING

TOYOTA MATERIAL HANDLING  
**PRESIDENTS'**  
AWARD

**10**  
YEARS  
OF PRESIDENT'S AWARD RECOGNITION

RECOGNIZED FOR EXCELLENCE IN  
PARTS SERVICE CUSTOMER SATISFACTION  
**WORKING FOR YOU!**

TOYOTA  
MATERIAL HANDLING

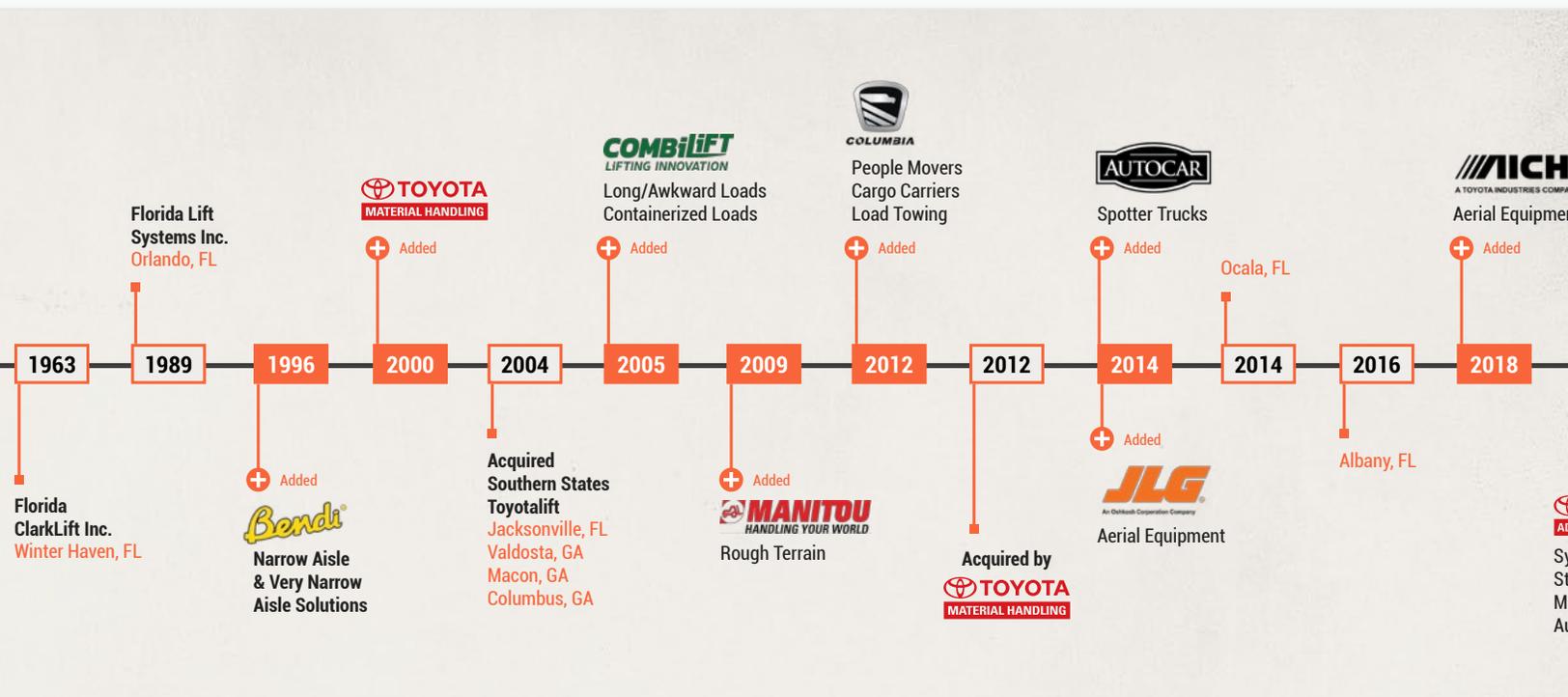
Whitmore  
Industrial  
Trucks  
Tampa, FL

1952

Southern States  
**TOYOTALift**  
MATERIAL HANDLING SOLUTIONS • SINCE 1952

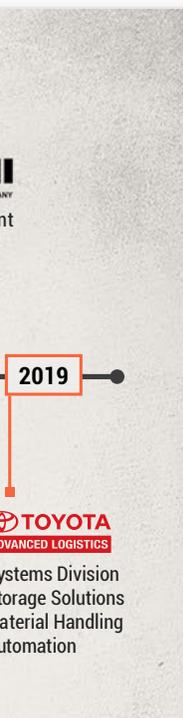
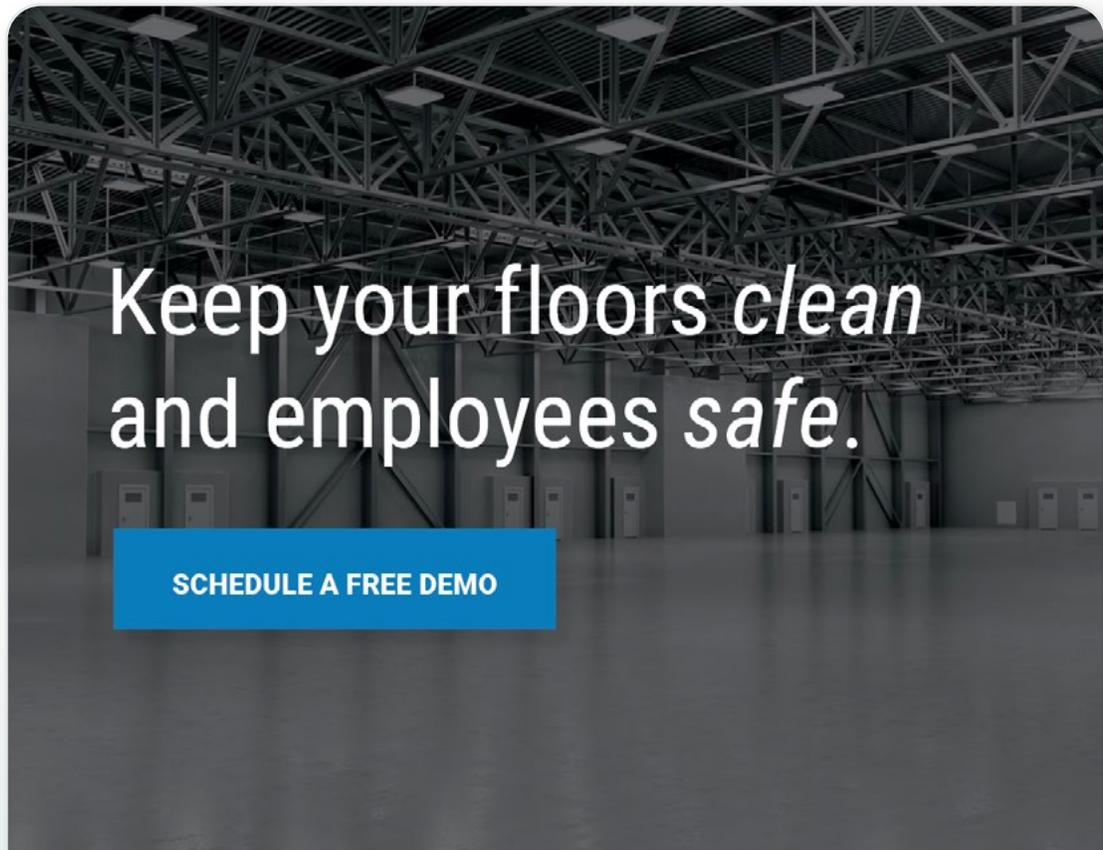
## Your Company Timeline:

Create a giant wall banner to use as wallpaper in your reception area so people can see the history of your dealership.



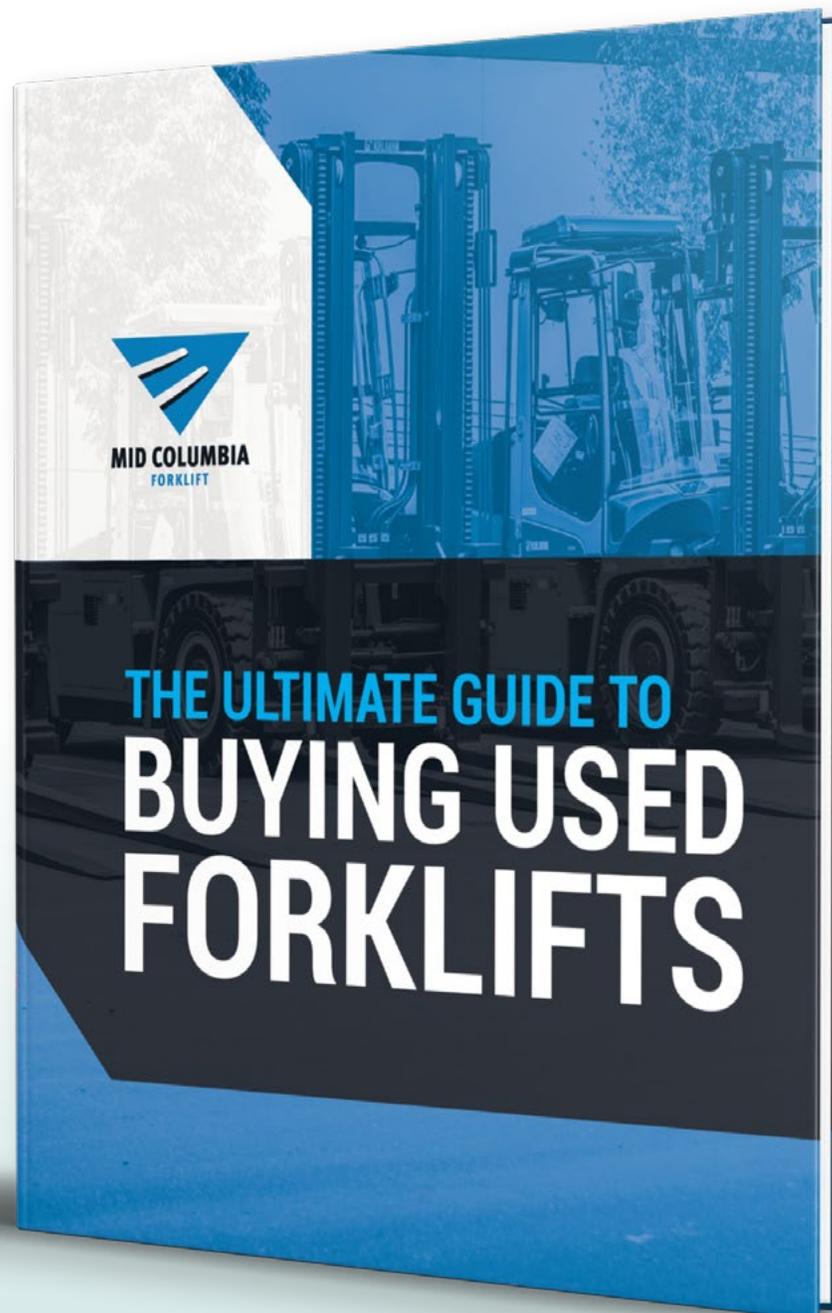
## Sell More Sweeper Scrubbers:

Design a CTA graphic to encourage a sweeper scrubber demo.



## Create an eBook:

Help the used forklift buyer know what to look for when buying used.

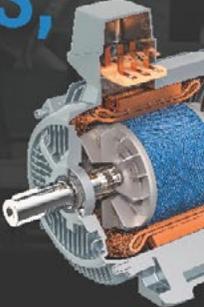


## Promote Forklift Battery Repair Service

Create a flyer and eBook for your sales team to leave behind when they visit customers.



# FORKLIFT MOTORS, BATTERIES & POWER SOLUTIONS



We rebuild, repair, and re-power electric forklift motors, industrial batteries, and chargers. If you have electric powered material handling equipment, we can fix it.

### LOCATIONS

AUBURN	PASCO
WENATCHEE	YAKIMA

253-216-0050

## WHAT WE DO

WE OFFER THREE CORE SERVICES TO GET YOUR ELECTRIC FORKLIFT UP AND RUNNING FAST.

Electric Motor  
Rebuild

Battery Testing  
& Repair

Battery Charger  
Testing & Repair



1

A forklift technician determines that your motor has gone bad, and you contact us.

2

We take the faulty core and either replace it with a like-new motor or rebuild it.

3

You install the replacement motor in your forklift and then send your forklift back to work.



## Sell More Doors:

Design a guide to help warehouse owners learn and know the value of high-speed doors.



## Give Calendars To Your Customers:

Present your brand and products all year with a customized calendar for your customers.

## GET FORKLIFT ISSUES

Learn which service p

[Learn more >](#)



**FAMILY OWNED &  
OPERATED SINCE 1997**



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WAR  
SO

(8

## Email Footer for PM:

Ask them which PM plan they want with a professionally designed email signature.

# VALUES OFF YOUR PLATE

Plan is right for you.



NEW | USED | RENTAL | PARTS & SERVICE | TRAINING



WAREHOUSE  
SOLUTIONS



POWER  
SOLUTIONS



FLEET  
MANAGEMENT



FLOOR  
CLEANING



UTILITY  
VEHICLE



BOOM &  
SCISSOR

(800) 527-3746 | [TMHNC.COM](http://TMHNC.COM) | [TOTALMH.COM](http://TOTALMH.COM)

## How much is it to rent...

Design a sheet to make sure everyone knows your rental rates.



### 2019 Rental Rates

#### Why Rent from TMHNC?

Toyota Material Handling is Northern and Central California's leading provider of material handling equipment and service.

- Rental equipment available by the day, week or month.
- We Deliver! With rental yards in Livermore, Sacramento, Salinas and Fresno, you get the equipment you need fast.
- Service and repair costs included.
- 600+ pieces of equipment available to rent including: electric and LP forklifts, stand-up lift trucks, scissor lifts and boom lifts, Taylor Dunn utility vehicles, floor cleaning equipment, pallet jacks, and forklift attachments.

**(800) 527-3746**  
**tmhnc.com**

Cushion Tire Propane	Daily	Weekly	Monthly (4 weeks)	Overtime
	8 hours	40 hours	160 hours	
3,000-3,500 lb	\$147.00	\$404.00	\$1,187.00	\$4.20
5,000 lb	\$163.00	\$473.00	\$1,428.00	\$4.50
6,000 lb	\$184.00	\$520.00	\$1,575.00	\$4.75
8,000 lb	\$215.00	\$641.00	\$1,796.00	\$5.25
10,000 lb	\$243.00	\$730.00	\$2,189.00	\$5.75
12,000 lb	\$247.00	\$945.00	\$2,672.00	\$5.85
15,000 lb	\$278.00	\$1034.00	\$2,704.00	\$5.95
Quad Mast add	\$42.00	\$105.00	\$137.00	

Propane & Diesel Pneumatic Tire	Daily	Weekly	Monthly (4 weeks)	Overtime
	8 hours	40 hours	160 hours	
3,000-3,500 lb	\$142.00	\$425.00	\$1,390.00	\$4.00
5,000 lb	\$173.00	\$488.00	\$1,460.00	\$5.50
6,000 lb	\$179.00	\$546.00	\$1,701.00	\$5.75
8,000 lb	\$215.00	\$667.00	\$1,943.00	\$6.25
10,000 lb	\$263.00	\$722.00	\$2,166.00	\$6.50
11,000 lb	\$280.00	\$840.00	\$2,565.00	\$7.00
15,000 lb	\$336.00	\$908.00	\$2,793.00	\$12.00
17,000	\$444.00	\$1,333	\$4,000.00	\$12.50
30,000 lb	\$583.00	\$1,748.00	\$5,250.00	\$16.00
36,000 lb	\$683.00	\$2,048.00	\$6,143.00	\$19.00

Electric Sit Down Cushion Tire	Daily	Weekly	Monthly (4 weeks)	Overtime
	8 hours	40 hours	160 hours	
3,500 lb	\$184.00	\$546.00	\$1,454.00	\$4.00
4,000 lb	\$200.00	\$593.00	\$1,559.00	\$4.50
5,000 lb	\$200.00	\$601.00	\$1,575.00	\$4.75
6,000 lb	\$210.00	\$635.00	\$1,702.00	\$5.75
8,000 lb	\$221.00	\$662.00	\$1,990.00	\$6.00
10,000 lb	\$235.00	\$705.00	\$2,115.00	\$6.25

Electric Sit Down Pneumatic Tire	Daily	Weekly	Monthly (4 weeks)	Overtime
	8 hours	40 hours	160 hours	
5,000 lb	\$238.00	\$714.00	\$2,142.00	\$6.25
6,000 lb	\$251.00	\$754.00	\$2,262.00	\$6.50

Electric Pivot - Swing Mast Cushion Tire Forklift	Daily	Weekly	Monthly (4 weeks)	Overtime
	8 hours	40 hours	160 hours	
3,300 lb	\$305.00	\$917.00	\$2,750.00	\$6.50

## Everyone Loves a Checklist:

Make a checklist of everything you service in your annual check up.

### SPECIAL OFFER

2,000 – 6,500 lb. capacity: \$1,899.00  
7,000 – 9,000 lb. capacity: \$1,995.00  
Electric lifts: \$1,299.00

**We come to you!**  
All work done at your facility or we can perform the service in house at any one of our four full service facilities.

### NORTHERN CALIFORNIA



**SERVICE HOTLINE**  
(800) 527-3746



info@tmhnc.com  
www.tmhnc.com

## LIFT TRUCK ANNUAL CHECK UP SERVICE OFFER



### INTERNAL COMBUSTION MACHINES:

- Change engine oil & filter
- Change transmission oil & filter
- Complete engine tune up
- Pressure Check cooling system
- Check & adjust governor
- Inspect intake hoses, elbows & clamps
- Check belt condition & tension
- Inspect exhaust system
- Inspect fuel system & lines
- Check all emission components
- Verify data plate information
- Check LPG tank and mounts
- Inspect & clean or replace as needed: air filter (clean canister), PCV valve, fuel filter.

### ELECTRIC MACHINES:

- Check control panel connections
- Inspect contactor tips
- Inspect contactor assemblies' operation
- Check operation of all switches
- Check operation of potentiometers
- Clean out all motors
- Check all motor brushes

All Parts and Labor included. Freight, miscellaneous hardware, environmental charges and sales tax are not included.



### ALL MACHINES:

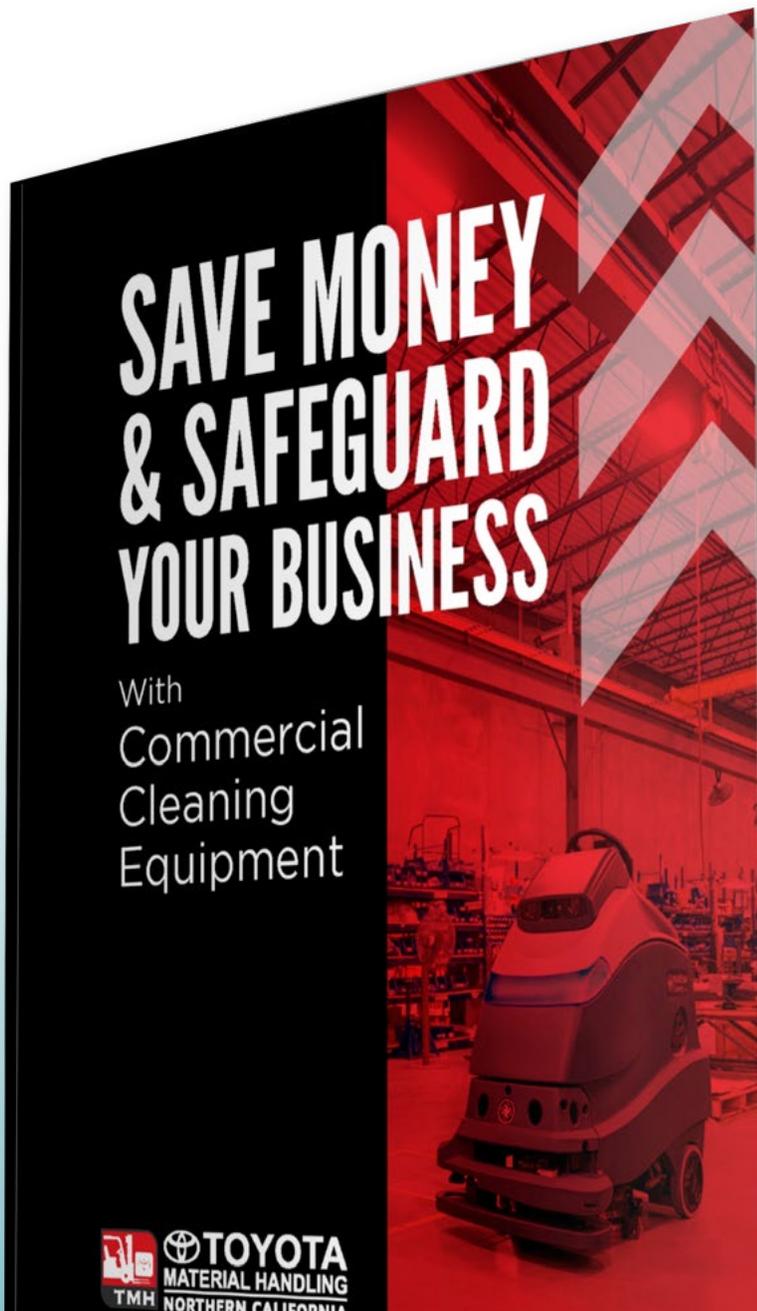
- Full Operational check
- Change hydraulic filter
- Pull drums & inspect brake system (excludes internal brakes)
- Repack wheel bearings
- Comprehensive safety inspection
- Written condition report
- Check battery electrolyte levels
- Clean battery cables & terminals
- Inspect mast, carriage, lift chains
- Inspect steering system & steer axle
- Complete lubrication

### WHY CHOOSE TMH?

- Over 100 Service Technicians
- CARB compliance specialist on staff
- Emergency Parts Service
- Toyota Certified Technicians
- Planned Maintenance Services (PM)
- Service & Parts for aerial, industrial cleaning & electric utility vehicle equipment.
- Complete Hydraulic Repair Service
- Over 600 Rental Units
- Taylor Dunn Industrial vehicles
- Advance Floor Cleaning Products
- Aichi & JLG aerial equipment
- Service Training
- Forklift & Aerial Operator Training
- Your Partner for over 80 years
- 2 Year Parts warranty on all Toyota Genuine parts including labor if installed by a Toyota Dealer
- Factory trained parts specialists
- \$2+ million in parts inventory
- Polaris / Gem car Line

## Promote Industrial Cleaning:

Design an eBook to show customers how commercial cleaning equipment saves money and keeps your warehouse safe.



## Fix Their Forklift:

Give your sales reps a flyer to leave behind that reminds customers you can repair their forklifts fast.



### When you need your forklift fixed fast at an affordable price.

TMHNC has not changed the quality service you've come to expect.

**If your forklift needs service, follow our Fast Fix Forklift Plan:**

- Step 1:** Call, email or visit our website to schedule a service call
- Step 2:** Our experts will inspect and assess your equipment
- Step 3:** The tech will diagnose the issue, and provide a solution plan

Your technician will most likely have the tools, parts and expertise to fix your forklift on-site. If you need a part to be sourced, the technician will provide a quote and time frame so you can adjust your production schedule.

We know how important it is to keep your warehouse running. Don't take a chance on calling someone else who may not have the parts, or even worse, the expertise to repair your forklift.

The next time your forklift needs service or repair, call TMHNC. We'll help you get back to having an efficient warehouse to orders are fulfilled on time.



**24/7 Service 1-800-527-3746**

## Help Your Customers Keep It Clean:

Partner with a manufacturer (thanks Powerboss) to create a warehouse cleaning plan checklist.

**PowerBoss**  
The Power of Clean

PowerBoss 14N845 US Route 20 Pingree Grove, IL. 60140/1-800-237-3192/www.powerboss.com

## MAINTAIN CLEAN WAREHOUSE

Maintaining a cleaning schedule in your warehouse is sanitary, organized, and offers many benefits to regular cleaning that you may not expect.

For example, a clean warehouse is easier to locate equipment they need, and you can have precise inventory numbers.

Cleanliness is also crucial to maintaining a safe work environment. Regular cleaning creates a healthier atmosphere and greatly reduce workplace accidents. It also no doubt boost productivity as well.

## PROMOTE

Employee training is paramount to maintaining high standards. Regular training sessions and communication are expected cleaning standards. Daily cleaning and monthly deep cleaning are crucial to keeping departments clean. Ensure that everyone has access to cleaning supplies they may need.

**PowerBoss**  
The Power of Clean

## WAREHOUSE CLEANING CHECKLIST DAILY TASKS

Employees Name: \_\_\_\_\_

Start Date: \_\_\_\_\_ Start Time: \_\_\_\_\_

### Warehouse Interiors

Task	Yes	No	N/A	Comment
1. Sweep floors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
2. Empty trash cans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
3. Straighten workspaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
4. Confirm shelf and pallet safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
5. Check equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

### Offices and Break Rooms

Task	Yes	No	N/A	Comment
1. Vacuum and mop floors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
2. Empty trash	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
3. Sanitize touch points	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
4. Wipe down counters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

### Bathrooms

Task	Yes	No	N/A	Comment
1. Sanitize grab bars, sinks, counters, toilets, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

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**HIGHVIZ**  
MARKETING

## Schedule an Open House:

Organize an open house and invite customers to test drive equipment.

# YOU'RE INVITED TO OUR OPEN HOUSE

**FREE TACO TRUCK ALL YOU CAN EAT  
TACOS AND SOFT DRINKS.**

Please come to our Open House. MIDCO will have a range of material handling platforms available to crawl all over and explore the functional world-class fabrication a Kalmar! Units range from 11,000lbs. forklift to a 99,000lbs container handler. At the same time, we will be showcasing the heart of the line medium duty Kalmar units which are the 36,000lbs forklifts.



**WHEN:** June 26th  
**TIME:** Stop by any time from 10:30 AM to 3:30 PM  
**WHERE:** Dash Point Transportation 35000 Pacific Highway  
South Federal Way, WA. 98003

Perfect for the construction industry, the Kalmar 36,000 lbs lithium-ion powered forklift will be on display at our Forklift Demo Open House. You'll be able to sit in the cabin of what



## Honor Those Who Served:

Show your support on Veterans Day.



HONORING THOSE WHO SERVED

**VETERANS  
DAY**



## Hire More Techs:

Create a branded QR badge that can be used on your vehicle wraps, email signatures and recruitment flyers.



## Design a badge: Create a consistent mark to brand the warranty you offer on reconditioned electric forklifts.

**TOYOTA MATERIAL HANDLING**  
TMH NORTHERN CALIFORNIA

**ELECTRIC FORKLIFTS CAN WORK FOR YOU**  
MAKE THE SWITCH TO DEPENDABLE TOYOTA POWER

**RECONDITIONED ELECTRIC GUARANTEE**  
2-YEAR / 1,500 HOUR WARRANTY  
AND 1-YEAR ON-SITE MAINTENANCE

Hello there,

Are you ready to get the powerful and dependable forklift you need to keep your business running?

Here is a preview of some of the trucks we have online:

Toyota 7FBCU13 2,000 lb. #U19852	Toyota 7FBEU20 4,000 lb. #U19728	Toyota 8FBCU23 5,000 lb. #U19725
Toyota 8FBCU16 4,000 lb. #U20124	Toyota 8FBCU13 6,000 lb. #U20130	Toyota 7FBCU18 8,000 lb. #U18427

[Shop Electric Forklifts](#)

Think you need a used propane powered internal combustion forklift? You may want to reconsider.

Here are 4 reasons to make the switch to dependable electric power today!

- 1. Supreme Warranty**  
Get a 2-year / 1,500 hour warranty which includes 1-year of on-site maintenance and a single point battery watering system.
- 2. Easy Maintenance**  
Electric forklifts have fewer components to maintain, no oil or filters, and are easy to operate. PLUS, you get (3) on-site maintenance services included with your purchase.
- 3. Training & Support**  
You get a tested and certified battery, and our top-notch support. We will teach you and your team battery maintenance.
- 4. Financial Benefits**  
We're offering a special finance offer with zero interest for 12 months AND zero payments for 90 days.

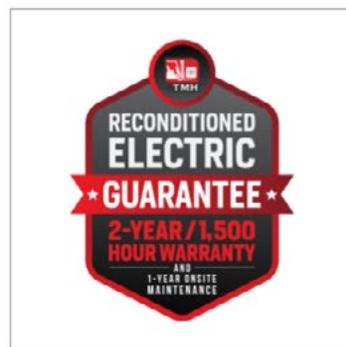
[Shop Electric Forklifts](#)

Reply to this email to get started, or go here to start shopping

Best Regards,  
Pete Thomas  
1-800-527-3748

P.S. You won't find a used electric warranty like this anywhere besides TMHNC, so don't miss out. Learn more about this offer [here](#).

Toyota Material Handling Northern California, 4000 Superior Rd., Livermore, CA 94551, USA, 1-800-527-3748  
LIVERMORE, CALIFORNIA, USA



Used Electric Forklifts Can Work For You

Learn more about Reconditioned Toyota Power

First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_  
Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

[Request Your Forklift](#)

Thank You

We received your request and will contact you shortly.

**Download our Buyer's Guide and Learn What the Pros Know**

Electric Forklift Buyer Guide

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_  
Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

[Download My Guide](#)

**RECONDITIONED ELECTRIC GUARANTEE**  
2-YEAR / 1,500 HOUR WARRANTY  
AND 1-YEAR ON-SITE MAINTENANCE

**ELECTRIC FORKLIFTS CAN WORK FOR YOU**  
MAKE THE SWITCH TO DEPENDABLE TOYOTA POWER

**WHY BUY A USED ELECTRIC FORKLIFT**

Interested in used equipment? If you haven't considered a reconditioned Toyota electric forklift, you may be missing out! Toyota's electric forklifts bring the high performance you've come to count on with the cutting edge engineering you expect. Toyota's quality means that the best new forklifts make the best used forklifts. Some of the many benefits of electric forklifts are:

- Simplified planned maintenance without oil or filters
- Fewer components to maintain
- Significantly lower cost per operating hour
- Zero carbon emissions
- Lowered noise levels
- Comfortable, smooth operation

**OUR SUPERIOR RECONDITIONED ELECTRIC FORKLIFT WARRANTY**

Each reconditioned Toyota electric forklift is covered by our standard 2-year/1,500 hour warranty which includes 1-year of on-site maintenance and a single-point battery watering system with purchase.

Warranty coverage provides (8) months full parts and labor, and (2) years (or 1,500 hours whichever comes first) major components and battery. Major components are defined as:

- Battery
- Drive & Pump Motors (excluding brushes)
- Electronic (SICK Transistor) control panel components
- Contactor Panels (excluding contact tips & switches)
- Differential
- Drive Axle (excluding brake assembly)

**BUY YOUR RECONDITIONED ELECTRIC FORKLIFT TODAY!**

Schedule a visit or call your nearest location today! Ask about 28.0% Interest for 12 Months & ZERO Payments for 90 Days.

We strictly adhere to all Covid-19 safety protocols at all of our locations. Your safety and the safety of our associates is our #1 priority.

**800.527.3748**  
sales@tmhnc.com | www.tmhnc.com

**RECONDITIONED ELECTRIC GUARANTEE**  
2-YEAR / 1,500 HOUR WARRANTY  
AND 1-YEAR ON-SITE MAINTENANCE

**BUY A USED TOYOTA ELECTRIC FORKLIFT**

AND GET AN INDUSTRY-LEADING WARRANTY

- 2 year / 1,500 hour warranty
- 1-year on-site maintenance

**MAKE THE SWITCH TO ELECTRIC**

Mark Andres | President/CEO  
Toyota Material Handling Northern California  
P 510.675.1102 | tmhnc.com |

**RECONDITIONED ELECTRIC GUARANTEE**  
2-YEAR / 1,500 HOUR WARRANTY  
AND 1-YEAR ON-SITE MAINTENANCE

**ASK ME ABOUT OUR RECONDITIONED ELECTRIC FORKLIFTS**

WE HAVE THE BEST ELECTRIC USED WARRANTY IN CALIFORNIA!

- 2 year / 1,500 hour warranty
- 1-year on-site maintenance

**CLICK TO LEARN MORE**

Toyota Material Handling Northern California

Do you need a used propane-powered internal combustion forklift? You may want to reconsider. Each reconditioned Toyota electric forklift is covered by our standard 2-year/1,500 hour warranty which includes 1-year of on-site maintenance and a single-unit battery watering system with purchase.

<https://hubspot.com/0v8Ct2D>

**ELECTRIC FORKLIFTS CAN WORK FOR YOU**

**RECONDITIONED ELECTRIC GUARANTEE**  
2-YEAR / 1,500 HOUR WARRANTY

Like Comment Share

**ELECTRIC FORKLIFTS CAN WORK FOR YOU**

**BUY A USED TOYOTA ELECTRIC FORK**

- Zero% Interest for 12 months
- Zero Payments for 3 Months
- Zero Emissions
- Industry-Leading Warranty

**RECONDITIONED ELECTRIC FORKLIFTS**

**DON'T MISS OUT ON ZERO% INTEREST FOR 12 MONTHS & ZERO PAYMENTS FOR 90 DAYS!**

**BUY USED TODAY**

TMHFC (Fyfe)

**Electric Forklifts Can Work For You**

Make The Switch To Dependable Toyota Power

**Why Buy A Used Electric Forklift**

Interested in used equipment? If you haven't considered a reconditioned Toyota electric forklift, you may be missing out! Toyota's electric forklifts bring the high-performance you've come to count on with the cutting-edge engineering you expect. Toyota's quality means that their forklifts make the best used forklifts. Some of the many benefits of electric forklifts are:

- Simplified planned maintenance without oil or filters
- Fewer components to maintain
- Significantly lower cost per operating hour
- Zero carbon emissions
- Lowered noise levels
- Comfortable, smooth operation

**Our Superior Reconditioned Electric Forklift Warranty**

Each reconditioned Toyota electric forklift is covered by our standard 2-year/1,500 hour warranty which includes 1-year of on-site maintenance and a single-unit battery watering system with purchase.

Warranty coverage provides (6) months full parts and labor, and (2) years or 1,500 hours whichever comes first) major components and battery. Major components are defined as:

- Battery
- Drive & Pump Motors (excluding brushes)
- Electronic (SCR/Transistor) control panel components
- Control Panels (including contact tips & switches)
- Differential
- Drive Axle (including brake assembly)

**Buy Your Reconditioned Electric Forklift Today**

Schedule a visit or call your nearest location today! Ask about ZERO% Interest for 12 Months & ZERO Payments for 90 Days.

**RECONDITIONED ELECTRIC FORKLIFTS**

**DON'T MISS OUT ON ZERO% INTEREST FOR 12 MONTHS & ZERO PAYMENTS FOR 90 DAYS!**

**GET ELECTRIC**

**RECONDITIONED ELECTRIC**

**★ GUARANTEE ★**

**2-YEAR / 1,500 HOUR WARRANTY**

**AND 1-YEAR ON-SITE MAINTENANCE**

**BUY A USED TOYOTA ELECTRIC FORKLIFT**

**AND GET AN INDUSTRY-LEADING WARRANTY**

- 2 year / 1,500 hour warranty
- 1-year on-site maintenance

**MAKE THE SWITCH TO ELECTRIC**

**ELECTRIC FORKLIFTS CAN WORK FOR YOU**

**BUY A USED TOYOTA ELECTRIC FOR:**

- Zero% Interest for 12 months
- Zero Payments for 3 Months
- Zero Emissions
- Industry-Leading Warranty



## Inspired?

Check out our graphic design offer.

[highvizmarketing.com/graphic-design](https://highvizmarketing.com/graphic-design)

### **HighViz Marketing**

We help forklift dealerships, industrial equipment sellers & material handling businesses with marketing strategy so they can sell more solutions, get more qualified leads, and grow their business.