

Terex Forklift

Terex Forklift Training - Terex Forklifts takes immense pleasure in producing quality equipment that helps better their customers' efficiency while standing by their goal to provide a cost effective yet reliable product line. Through several divestures and acquisitions designed to expand the product offering, Terex has a short time ago expanded dramatically. They have enhanced their geographic coverage to enable them to supply quality standards and value for their broad consumer base.

Remaining a competitive player in the mechanized equipment sector, Terex is forming a franchise under the Terex name brand. The company is incorporating their previous brand names for some of their items in conjunction operations the Terex brand for a smooth transition process. Currently, Terex products are principally marketed under the Terex name. Several of the following historic brand names and transitional names include: ATC, Amida, American Truck Company, American, Advance, Bartell, Benford, Bendini, Bid-Well, CMI, CMI-Cifali, CMI Johnson-Ross, Cedarapids, Canica, Comedil, Demag, ELJay, Franna, Fermac, Finlay, Fuchs, Genie, Hi-Ranger, Jaques, Load King, Morrison, O&K, Peiner, PPM, Powerscreen, Pegson, Reedrill, Schaeff, Simplicity, Standard Havens, Tatra, TerexLift, Telelect and Unit Rig.

Terex has had a consistent expansion cycle. In 1995 Terex acquired PPM Cranes, in 1996, then Terex divested Clark Material Handling. In 1997 Terex acquires Telelect and Simon-RO. BPI Handlers in Baraga, Michigan is also acquired this same year.

Terex quickly grew their mining and Crane business with the acquisition of O&K mining, TerexLift, Gru Comedil, American Crane and Peiner. A Light Construction business soon followed in 1999 when Terex acquired Amida, Bartell and Benford. They soon became a leader within the crushing and screening industry by acquiring Cedarapids, Powerscreen, BL Pegson, Re-Tech, and Finlay. Franna, Kooi and Princeton crane suppliers were also added to Terex in 1999.

By buying Fermac, a dedicated maker of tractor loader backhoes, in the year 2000, Terex stretched into the Compact Equipment industry. Their Light Construction business continued to expand operations with the acquisition of Coleman Engineering. This same year, Terex divested Moffett, Kooi and Princeton.

Terex added to its Roadbuilding division in 2001, operations with the acquisitions of Bid-well, Load King, CMI, Jaques and Atlas.

A couple of the purchases that took place in 2002 helped allow Terex to grow into a leader in their respective categories. Advance Mixer helped thrust Terex into the concrete mixing market, while Demag helped Terex Cranes become a leader in the crane market. Buying German makers Fuchs and Schaeff positioned Terex in a top position in the Compact Equipment category. Genie became a primary manufacturer of Aerial Work Platforms. This busy year was completed business with the acquisitions of EPAC and Pacific Utility, which supplied company-owned distribution for Terex Utilities.

A company called Tatra was acquired in 2003. This company created heavy duty vehicles for military and off-road commercial applications. Buying Combatel and Commercial Body the same year allowed Terex to continue to expand its company-owned Terex Utilities distribution.

In the year 2004, Terex purchased a maker of surface drilling equipment used in mining, construction and utility markets, called Reedrill. Also in the same year, Noble CE (formerly known as Terex Mexico) was acquired by Terex. They manufacture high capacity surface mining trucks and also produce many items for other Terex businesses.