

Hyster Sales Co. to become Papé Material Handling

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After 14 years of ownership by The Papé Group, Inc., Hyster Sales Co. will change its name to Papé Material Handling, Inc.

The name change is designed to reflect the company's broader selection of material handling equipment lines and to consolidate its brand, according to Chris Wetle, president of Hyster Sales Co.

Hyster Sales Co. will officially become Papé Material Handling, Inc. on Nov. 1. Though

the name will change, all other elements of the company will remain the same. The name change is part of a larger effort by The Papé Group, Inc. to align all branches of its business under the Papé brand.

"The trust we've established with our material handling clients is something we don't take for granted," said Wetle. "As Papé Material Handling, customers can continue to count on us providing the same high-quality customer service that they have come to rely on over the years."

Purchased in 1990 by The Papé Group, Inc.,

Hyster Sales Company, has grown substantially over the past decade. The company has expanded to 21 stores doing business in seven states: Oregon, California, Nevada, Washington, Montana, Idaho and Alaska.

Papé Material Handling provides sales, rental, parts, service and support for numerous products, including Hyster forklifts, Ingersoll-Rand telescopic material handlers, Genie aerial personnel lifts, Mariotti narrow aisle lift trucks and related material handling equipment.

Headquartered in Eugene, The Papé Group, Inc. is a holding company for capital equipment dealerships throughout the West. The five businesses of The Papé Group sell and service the premier brands of capital equipment used in construction projects, forestry, warehousing/materials handling, and private aviation. The Papé Group businesses are Papé Material Handling, Bobcat West, Ditch Witch Northwest, Flightcraft Inc., and Papé Machinery, Inc.

The operations span seven western states — from Alaska to California.