

PRESS INFORMATION
For Immediate Release

Yale Materials Handling Corporation Wins Four Awards

GREENVILLE, N.C. (December 12, 2011) – Yale Materials Handling Corporation won four Business Marketing Association (BMA) ProAd awards at the 31st annual ProAd Awards ceremony held recently in Charlotte, N.C. BMA ProAd Awards recognize excellence in business marketing communications.

Yale received awards for the following communications pieces executed by its agency of record, [Jackson Marketing Group](#):

- “Problem Solved” brand campaign
- End Rider Digital Component Microsite
- Brand Essence Video
- Dealer Launch Binder

“The new brand look and feel that was created earlier this year for Yale truly represents the company’s character,” said Bill Pflieger, president of Yale Distribution. “Through integrated efforts among all of our communications channels, we feel that our new brand campaign strongly resonates with our dealers and customers.”

Located in Greenville, S.C., Jackson Marketing Group is South Carolina’s largest fully-integrated, business-to-business marketing communications agency.


The BMA began in 1922 as the National Industrial Advertising Association. Today, it has 22 chapters across the country and represents national expertise in business-to-business marketing and communications. For more than 80 years, BMA has been the pre-eminent service organization for professionals in the advertising and marketing industry.

About Yale Materials Handling Corporation

Yale Materials Handling Corporation markets a full line of materials handling lift truck products and services, including electric, gas, LP-gas and diesel powered lift trucks; narrow aisle, very narrow aisle and motorized hand trucks. Yale has a comprehensive service offering including Fleet Management, Yale service, parts, financing and training. Yale trucks are manufactured in an ISO 9001:2008 registered facility and range in capacity from 2,000 to 36,000 lbs. For more information, or to find the Yale[®] lift truck dealer nearest you, call 1-800-233-YALE or visit www.yale.com.

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Yale Materials Handling Corporation is part of NACCO Materials Handling Group, Inc. ([NMHG](#)), which employs approximately 5,000 people worldwide. NMHG is headquartered in Cleveland, Ohio, and is a wholly owned subsidiary of NACCO Industries, Inc. (NYSE:NC).

Yale is a registered trademark and  is a copyright of Yale Materials Handling Corporation.

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For more information, please contact:

Brett Turner

Jackson Marketing Group

864-272-3014

brett.turner@jacksonmg.com