



CONTACT:

Donald Heemstra
Director of Marketing
Steel King Industries Inc.
715-341-3120
www.steelking.com
info@steelking.com

News Release

FOR IMMEDIATE RELEASE

Steel King Announces 2010 Most Valuable Dealer

Stevens Point, WI (April 2011) – Steel King Industries Inc., the industry’s leader in providing quality material handling solutions, announces **Wisconsin Lift Truck Corp** of Brookfield, WI, as the winner of the 2010 Steel King Most Valuable Dealer (MVD) Award.

As Steel King’s 2010 Most Valuable Dealer, Steel King’s president Jay Anderson had this to say on Wisconsin Lift Truck’s accomplishment, “Steel King Industries’ Most Valued Distributor Award was initiated fifteen years ago, to recognize excellence over a broad spectrum of performance metrics and in execution of mutually beneficial sales and marketing strategies. Wisconsin Lift Truck has been a consistent top-ten dealer for Steel King Industries for nearly twenty years, and 2010 sales growth for Steel King products exceeded 28%. The team at Wisconsin Lift Truck used over 18 different Steel King product types to help their customers improve material handling efficiency. For the third time in the past four years, Wisconsin Lift Truck was the number one dealer nationwide in sales of SK2000 boltless pallet rack, and the number two dealer nationwide in sales of SK3000 structural pallet racking. Experienced sales and technical personnel, innovative marketing, and strong leadership all contributed to Wisconsin Lift Truck earning this award as a repeat winner for 2010.”

Wisconsin Lift Truck’s CEO Jerry Weidmann had this to say about winning the award for a consecutive year, “It is a great honor to be recognized as the Most Valuable Distributor for Steel King Industries, Inc. for the second year in a row, especially during a down economy.” He then went on to say, “We appreciate the efforts of all our staff and their contributions to helping making this award possible in our successful partnership with Steel King Industries, Inc. We look forward to continued success in 2011.”

Wisconsin Lift Truck has now won this award four times (2003, 07, 09, 10) and they have been a Steel King dealer for over 18years.

Since 1970, Steel King Industries has manufactured a full-line of material handling products, including selective pallet racks, dynamic flow storage systems, cantilever racks, portable racks, and custom shipping racks, along with industrial steel containers and guard railing. Innovation, customization and design strength has earned Steel King the reputation as a leader in the material handling marketplace. For more information, call Steel King at (800) 826-0203 or visit them on line at www.steelking.com.

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