



## News Release

*For Immediate Release*

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### **Steel King Industries Selects 2007 Most Valuable Distributor**

**Stevens Point, WI (April 2008)** Steel King Industries, Inc. the leader in high quality material handling solutions, announced **Wisconsin Lift Truck** of Brookfield, Wisconsin, as the winner of Steel King's 2007 Most Valuable Distributor (MVD) Award.

To win the award, Wisconsin Lift Truck increased their sales volume of Steel King products by a minimum of 15% across all product lines during the past year. In addition to increased sales volume, Wisconsin Lift Truck also met the criteria for relative sales volume; number of different products sold; invoice payment history; product photographs sent to Steel King; sales lead response; and response to marketing surveys.

“Corporate Allied Lines, the customer service division of Wisconsin Lift Truck, plays a key role in their distribution success,” said Kurt Larson, central regional sales manager for Steel King Industries. “Corporate Allied Lines gives the sales people in the field many opportunities to maintain close contact with customers, learn what they need, and develop solutions that best meet those needs using a wide range of Steel King products. This commitment to customer service and customer satisfaction has earned Wisconsin Lift Truck the prestige of being Steel King's 2007 Most Valuable Distributor.”

Since its inception in 1962 as a lift truck parts supplier, Wisconsin Lift Truck has expanded to become one of Wisconsin's top 100 privately held companies. Wisconsin Lift Truck, a Steel King dealer for more than 15 years, has had the honor of being named Steel King's Most Valuable Distributor twice since 2003.

“Steel King is by far the highest quality pallet rack line available,” said Dave Brueckner, manager of Corporate Allied Lines a part of Wisconsin Lift Truck's corporate customer service group. “Using all-American steel, Steel King's attention to the quality of the raw materials exceeds that of other racking manufacturers. The superior design of Steel King's product is backed up by excellent engineering. It's a great product – we are pleased to offer Steel King to our customers.”

Since 1970, Steel King Industries has earned a national reputation for their material handling solutions. With the development of their SK2000, Steel King raised the bar on steel storage rack systems. Steel King develops innovative products and uses the best materials to provide a superior quality product at a competitive price. For more information, contact Steel King at (800) 826-0203 or visit them at [www.steelking.com](http://www.steelking.com).

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