

## **RICO's International Presence Surges along with China's Steel Market**

### **FOR IMMEDIATE RELEASE**

**(July 21, 2010– Medina, Ohio)** [RICO Manufacturing](#) continues to successfully expand their international market presence with increased shipments of trucks to China. RICO's most recent order delivered into China included four (4) [35,000 lb electric platform trucks](#).

China is home to the largest steel industries in the world. China is expected to produce a record 600 million metric tons this year—about half the world's total output. Due to the increased and inefficient use of energy and electricity, the rapid growth of energy-intensive "Green" methods has led to new opportunities with China's steel producers. RICO Manufacturing's heavy duty capacities, energy efficiency, and ultra reliability have made their lift trucks coveted among China's top steel producers.



President of RICO Manufacturing, Dave Mueller, states "While other economies are strengthening, they don't offer the same potential for growth as China, which makes penetrating that market critical. Our heavy duty cushion tire lift trucks are ideal for the intense, heavy-duty applications Chinese steel manufacturers face."

**ABOUT RICO:** Rico Manufacturing is proud to be fabricators of the world's finest [specialty lift trucks](#). With over 125 years of experience, RICO has pioneered the design, development and manufacture of specialized lift trucks and material handling equipment with capacities ranging from 3,000 to 400,000 lbs. RICO's diverse customer base includes the industrial, [military](#), and commercial markets. For more information or to become a [Preferred Dealer](#), contact or visit [www.RicoEquipment.com](http://www.RicoEquipment.com) or contact [Patrick Richardson](#) at (330) 723-4050 ext. 214 or email: [prichardson@ricoequipment.com](mailto:prichardson@ricoequipment.com)

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