

**FOR IMMEDIATE RELEASE**

**BPR-Rico Improves Material Handling in China**

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BPR-Rico Manufacturing is used to unique challenges customers bring them. When representatives of the textile industry in China called looking for better ways to transport fabric stacks, Rico designers went to work. The fabric, by nature, does not stack in neat blocks and can be awkward in shape. They could also be up to 35,000lbs bundles creating an unstable and unsafe load if not supported properly during transporting.

The floor conditions are very challenging in these facilities so the designers had to include articulating drives and wheel housings able to withstand these conditions. In addition, the Chinese government is requiring textile companies to "go green" and incorporate environmental measures in their facilities. "Smart material handling goes a long way in cutting down on waste" said Steve Shuck, President of Rico. "When you don't damage material through mishandling, it can all be used which meets the objectives of being environmentally responsible while helping the company's bottom line". Rico's solution was the HLR-SS-350/ 35,000 LBS Capacity lift shown above.

Customizing lift trucks, RICO is able to meet the unique needs of today's manufacturers while managing the design, development and manufacturing of specialized lift trucks and material handling equipment. Having entered the Explosion Proof market in 1991, RICO is uniquely poised to maintain equipment and ensuring the safety of those employees working in these challenging environments.

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