

MOBILE

Moving The World One Pallet At A Time

PALLET TRUCKS



Product	Features (What it is)	Advantages (What it does)	Benefits (How it helps the user)	Benefits (How it helps the dealer)	Recommended Applications (Where can I sell it?)	Competitor's Comparison (What we offer that our competitors do not?)
MLX55	Premium Pallet Truck with North American pump design	Ideal for heavy duty, constant use applications.	Available in standard widths of 20.5" - 27" and lengths of 32" - 36" - 42" - 48". Also available in a wide variety of custom sizes for almost any pallet truck application.	Provides versatility and robust product line for customer.	Any heavy duty material handling moving application within 5,500 lb lifting capacity.	Most competitors only offer 20.5" and 27" wide and 48" long forks as standard offerings. Most competitors do not offer any custom sizes.
ECO I-55	Quality Pallet Truck with quality German style pump design	Ideal for high volume pallet truck opportunities	Dependable, high quality unit	Provides an opportunity to offer North American quality at competitive pricing	Large chain customer opportunities	Most competitor models in this price range to not offer basic features such as reinforced forks, entry wheels, one-piece hangers, grease fittings, adjustable push rods, etc.
ELP55	Economical Pallet Truck with import style pump design	Handles standard applications to 5,500 lbs.	Provides an economical alternative	Provides a quality offering for price sensitive customers	Budget-conscious clients	Most competitor models in this price range to not offer basic features such as reinforced forks, one-piece hangers, grease fittings at all pivot points, adjustable push rods, etc.
ML70	Heavy Duty Pallet Truck	Capable of handling loads to 7,000 lbs.	Provides an alternative for loads too heavy for a standard pallet truck	Provides an alternative offering for loads too heavy for a standard pallet truck	Customers with heavy duty applications within 7,000 lb lifting capacity	Most competitors cannot offer this capacity
ML100	Super Heavy Duty Pallet Truck	Capable of handling loads to 10,000 lbs.	Provides an alternative for loads too heavy for the ML70 pallet truck	Provides an alternative offering for loads too heavy for the ML70 pallet truck	Customers with extremely heavy duty applications within 10,000 lb lifting capacity	Most competitors cannot offer this capacity



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MINI	2" Low Profile Pallet Truck	Designed to handle loads to 4,500 lbs. with fork clearances below the standard 2.9"	Provides an alternative for custom low profile pallets and other low entry applications. Available in a wide variety of standard and custom sizes.	Provides the same quality as the MLX55 with a 2" lowered height	Customers with custom low profile pallets	Most competitors do not offer low profile pallet trucks. Those that do, offer only 20.5" and 27" wide and 48" long forks as standard offerings.
MINEY	2" Low Profile Pallet Truck for 4-Way Pallets	Designed specifically to handle 4-Way Pallets with loads to 4,500 lbs.	Provides a quality low profile pallet truck for handling 4-way pallets	Provides the same quality as the MLX55 with a 2" lowered height for 4-way applications	Customers with Chepp and other 4-way pallets	Most competitors do not offer 4-Way low profile pallet trucks. If they do, they do not feature reinforced forks, adjustable push rods, entry/exit rollers, etc.
MO	1.5" Super Low Profile Pallet Truck	Designed to handle loads to 1,500 lbs. at the industry's lowest height of 1.5"	Provides a quality 1.5" super low profile pallet truck for low clearance applications. Available in a wide variety of standard and custom sizes.	Provides the same quality as the MLX55 with a 1.5" lowered height for super low applications	Customers with custom low pallets and other fork clearance issues	Most competitors cannot offer super low profile pallet trucks. If they do, they cannot offer the wide variety of standard and custom sizes (same as the MLX55) that Mobile offers.
ECO I-55-G	Galvanized Pallet Truck	Designed for corrosion resistant and cold applications	Galvanized steel construction is hygienic, durable and easy to clean.	Provides an economic solution for customers with corrosive applications	Customers with freezers/coolers or hygiene issues such as food processing plants	Most competitors do not offer galvanized units. Those that do, do not offer reinforced forks or grease fittings at all pivot points.
ECO I-55-SS	Stainless Steel Pallet Truck	Designed for maximum corrosion resistance	Stainless Steel construction offers maximum protection against chemical and rust applications	Provides an economic solution for customers with highly corrosive applications	Customers requiring maximum cleanliness and protection such as Food, Chemical & Pharmaceutical mfg.	Most competitors do not offer stainless steel units. If they do, they do are not 100% stainless steel construction.



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ECO Weigh Scale	Pallet Truck with attached weigh scale	Lifts and weighs loads to 4,000 lbs.	Enables the customer to lift, move and accurately weigh loads at the same time	Provides a quality economic alternative to more expensive models on the market	Customers requiring exact weights and handling of packaged materials	Most competitors do not offer weigh scale units. Those that do, do not offer fully reinforced forks and grease fittings at all pivot points.
ML55-SR	Pallet Truck with Spark Resistant (brass covered) option	Allows for safe transportation of materials in a combustible environment	Enables customers to safely transport spark sensitive materials	Provides a robust unit as an economic alternative to specialized handling equipment	Popular with electronic and clean room environments	Most competitors cannot offer a spark resistant model
MST25	All Terrain Pallet Truck	Straddle style Pallet Truck enables operator to handle loads to 2,500 lbs. on uneven ground	Enables the customer to use a pallet truck for medium weight outdoor applications	Provides an economic alternative to specialized equipment required for outdoor use	Construction and landscaping companies	Most competitors cannot offer an all terrain pallet truck

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