



MORRISON INDUSTRIAL EQUIPMENT CELEBRATES 60 YEARS

Grand Rapids, MI (02-14-2013) – Morrison Industrial Equipment Co., a third generation family fork lift truck dealership with over 400 associates, celebrates their 60th anniversary in business this month. “We are blessed to have a dedicated and talented team of associates and have the right products that put our customers needs first” said Roger Troost, CEO of Morrison Industrial Equipment.

The third generation management team attributes the 60 years of success, in part, by leading the industry with innovative customer focused concepts. The founders, Al and Mary Morrison and their sons Bill, Jack and Dick pioneered the idea of “Minutes Away Lift Truck Service” through multiple branch locations in smaller secondary markets, to better take care of the customer’s needs. Morrison was the first dealer to initiate a large cross-reference parts system to match parts for all brands of lift trucks and have them available to large lift truck parts users. Morrison also originated a planned maintenance program for all models of lift trucks which provides 133 point inspection instead of the typical 14 to 20 point inspection. They named this P. M. program “System Analysis”.

Headquartered in Grand Rapids, Morrison also has full service locations in Kalamazoo, Holland, Muskegon, Greenville, Traverse City, Brighton, Mason, Saginaw, Troy, Eklhart and South Bend. They represent a complete line of lift trucks (including Caterpillar and Mitsubishi), floor cleaning equipment, personnel vehicles and other industrial products. Morrison is a multiple year winner of the Caterpillar and Mitsubishi Quest for Excellence Award, Five Star Customer Service Award and numerous other industry awards.

A 60th Anniversary party for Morrison associates will be held in March at Frederik Meijer Gardens & Sculpture Park in Grand Rapids.



Al Morrison stands next to his service vehicle in 1953.