

# Tech Life

Kris Abel's blog: 21st century gadgets & toys

welcome to the human network.



Username

Password

[New User](#)



Login

[Main Page](#)

APR 13

## Canadian Company Launches "Pimp My Lift" Forklift Trucks

by [Kris Abel](#) on Fri 13 Apr 2007 10:19 AM EDT

[Permanent Link](#) [Cosmos](#)

"Doncha wish your lift truck was hot like me?" is the tag line that Oakville, Ontario-based Masterlift has added to their new line of "fast and furious" fork lifts. The blinged-out lift trucks, designed to increase employee satisfaction for those working in warehouses, is now available with airbrushed flames and in a choice of fire engine red, lighting blue, or zebra stripe black and white. They list "chrome mags" as being optional. "The companies we supply have enjoyed a higher employee job satisfaction rate simply by having one of our trucks in their operation," says Masterlift President Gary Wilson. "It's not rocket science. If you're a forklift operator, which would you rather drive all day: A beat up green lift truck or a chromed Masterlift with lightning bolts and flames? I think the answer's obvious. People feel good using our product - and making people feel good is a big part of what this company is all about." I can see a number of company managers thinking that the flames might encourage more reckless driving, but I know from working several loading docks myself that adding a little life to what can be a very repetitive job is never a bad thing.



Coming soon to a newspaper or billboard near you.

