

## NEWS RELEASE

For Immediate Release

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### **Magliner LiftPlus® Lite**

Standish, MI -- Magline, Inc. manufacturer of innovative material handling equipment, has added the all-new LiftPlus Lite to the family of powered products.

The LiftPlus Lite includes the features of the standard LiftPlus models and can be separated into three pieces for transport into smaller vehicles. It uses reliable electric-driven lead screw technology to lift loads up to 150 lbs. anywhere from 6" to 33" from the ground. The LiftPlus Lite is available with most standard LiftPlus end effectors, but also boasts a Lite model 24" x 24" one-piece platform with bumpers and convenient strap attachment points.

The lift section of the LiftPlus Lite can be removed from its wide-base chassis in seconds without the use of tools. This makes transporting the unit effortless. The chassis includes 10" microcellular foam wheels which never go flat and easily overcome curbs and steps. The front swivel casters are non-marking and can include the total-lock caster brake option, which prevents caster rolling and swivel when engaged.

The entire weight of the LiftPlus Lite with the one-piece platform is 97 lbs., with each section weighing less than 50 lbs. for easy lifting into a vehicle. Use the LiftPlus Lite for route delivery applications, remodeling projects or use it as an in-store device to move merchandise from store to customer vehicles.

Paul Adler, Director of Marketing, says this of the new product: "The LiftPlus Lite allows us to take a proven, innovative product into new end-user segments. From Information Technology service providers and van-based vending, to merchandisers and retail store applications, the portable LiftPlus lite is ideal for lifting and transporting materials up to 150 lbs."

To see the LiftPlus Lite in action, go to: [magliner.com/liftpluslite](http://magliner.com/liftpluslite)

#### **About Magline**

As a leader in the material handling industry, Magline, Inc. is committed to creating innovative solutions that help people transport materials more safely and efficiently. For over 70 years, this has translated to creating an exceptional product and service experience that has earned long term customer loyalty. The focus remains on creating innovative products and services, driven by our customer needs and industry insights. Magline's industry knowledge and expertise has evolved into the creation of a compelling customer value proposition.

Learn more at [www.magliner.com](http://www.magliner.com), follow Magline on Twitter at @MaglineInc, Instagram at @maglineinc.1947 and Facebook at @MaglineInc.

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