

Heli Americas – World Class Forklifts to “Lift” Your Bottom Line



The Heli Americas staff, Memphis, TN includes (from left): Terry Gray, Chuck Langley, Michael Wells, Jeremy Boyland, Rick Hunter, Karrie Simonton, Bruce Pelynio, Danyelle Craig, Anthony Busby, Paul Plourde and Tom DeRidder.

Memphis, TN—Heli Americas, the long-established master distributor of Heli forklifts, serves 31 eastern states through its Corporate Headquarters and distribution center located here. These states are served primarily through an Authorized dealer network that currently includes 47 dealers with over 65 locations.

Bruce Pelynio, President/CEO, founded Heli Americas in 2006 in Dallas, Texas and moved it to Memphis in 2007. He explained, “Heli has been in the business of manufacturing forklifts since 1958. The most important fact to know about Heli is that they build lift trucks the way they used to be built – with quality craftsmanship and heavy duty components. Many forklift manufacturers today tend to use an automotive mentality centered on early replacement, and this has created a product that’s almost disposable in design that a client leases for 4-5 years, and after that time the truck starts incurring repair cost far beyond its economic value.”

Heli produces a lift truck with an 8-12 year service life, even in rugged applications. This is because “we have a much more robust componentry,” commented Pelynio. “Our mast, our chassis – all are made of much heavier steel than commonly seen today. Heli also produces an easily maintained product versus the competition, whereas many manufacturers now incorporate a large number of ‘black boxes’ or computer-controlled functions. All those may be great in your car, but in a rough application like a lumber mill, those components go bad. When they do, the replacement parts are expensive, as these modules are not repairable.”

Heli Americas currently offers a range of products from 2,000 pound to 36,000 pound capacity. However with the changing emission standards, “we will be increasing that up to 90,000 pound capacity. There are also a full range of Heli models available in electric, LPG, gasoline and diesel powertrains to meet almost any application.”

Pelynio added that forklifts are basically custom built to suit the exact application involved. He explained, “A customer can buy any powertrain, tires, masts and attachments, or forks. For the lumber industry, they are highly customizable with very special options unique to this application.”

The current lead-time on delivery of a custom-order fork truck from Heli Americas is 110-120 days from date of order, said Pelynio. “That actually is much shorter than the industry standard on these bigger trucks. On a common truck under 20,000 pounds, a 120-day lead time would be positive, on a 25,000 to 40,000 pound unit that number is unmatched in the industry,” he stated. “And we take pride in being able to say that our lead times are significantly lower than our competitors.”

At Heli Americas, the relationship between the company and the customer extends well beyond the date of delivery. The aftermarket service and the maintenance support provided by our company is stellar. “First of all, we offer a world class 2-year/4,000-hour warranty on the entire truck, and not just on the powertrain,” explained Pelynio. “We utilize engines from General Motors and Mitsubishi for gas and LPG engines, as well as Kubota and Cummins diesels. The Heli product is backed by a full staff of aftermarket experts for both parts and service. Our warehouse in Memphis maintains a full stock of parts, plus the distributor in Denver has a similar operation, as does the distributor in Canada.”

Why buy from Heli Americas? In addition to superior product and



A CPCD160 35,000# unit in use at G&G Lumber in Statesville, NC.

craftsmanship, Pelynio points to his experienced staff, who each possesses over 20 years direct experience in the forklift industry.

“We’ve been doing our best for more than a decade,” he said. “We have a significant number of competitors, many that have come and gone – some from China and even Korea. But one of my favorite quotes states that only 2 percent of new businesses will survive the first 10 years. Well, we are part of that 2 percent. And the fact we are U.S.-based, we understand the U.S. market. Heli has been very receptive to adapting products specifically for our U.S. market. They understand, as do we, that what may be a good product in Germany and Japan may not translate well with what is required for Alabama and California.”

“We take pride in the fact that the product we provide has



A CPCD70 15,500# unit in use at Lil Shavers in Statesville, NC.

been specifically designed and/or modified to meet the unique demands of the U.S. marketplace.”

In addition to Pelynio, key personnel include: Tom DeRidder, Director of Product Support; Paul Plourde, National Service Manager; Anthony Busby, National Parts Manager; Rick Hunter, U.S. Design Engineering; Michael Wells, North-east Regional Marketing Manager; Chuck Langley, Southeast Regional Marketing Manager; Drew Braun, National Account Manager; and Karrie Simonton, Operations Administrator.

Heli Americas is a member of the North American Wholesale Lumber Association, the National Hardwood Lumber Association, the American Rental Association, and the Material Handling Equipment Distributors Association.

Learn more at www.heliamericas.com.

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