



WALTCO LIFT CORP.
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**NEW WALTCO WIZARD ONLINE TOOL
SIMPLIFIES LIFTGATE SELECTION PROCESS**

(TALLMADGE, Ohio) – Waltco Lift Corp. has developed the new Waltco Wizard, an online tool to help customers select the right liftgate for their specific application, simply by answering a series of questions about their vehicle and the materials they transport. A printable form is available to help organize vehicle and cargo information before getting started.

After the answers are submitted, the Wizard narrows the search to a few select models. To complete the process, a contact form is generated so a local distributor can follow up to provide price quotes and additional guidance in making the final decision.

“By choosing the right liftgate, you can increase your efficiency and productivity, as well as improve your bottom line,” said Scot Ickes, Waltco’s Senior Director of Customer Service. “The right liftgate can also aid in driver retention.”

Waltco liftgates are available in more than 50 variations to suit every type of business. The Wizard saves time and money by allowing customers to hone in on the liftgate capabilities and features that are most important to them.

“The Wizard is a useful tool for any customer, whether they are unfamiliar with our liftgates or have been selecting them for years. We are excited to be able to use new technology to aid in the process,” said Ickes.

To access the Waltco Wizard, go to www.waltcoliftgates.com/Wizard.

About Waltco

Waltco Lift Corp. is the world’s leading designer, manufacturer, and marketer of hydraulic liftgates for truck and trailer applications. The Tallmadge, Ohio-based company has manufacturing operations in Tallmadge; and warehouses in City of Industry, Calif. and Toronto, Ontario.

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