FOR IMMEDIATE RELEASE

Something BIG Is Coming: Wolter to Launch Its Own Forklift Brand in 2027

Wolter's new, full line of forklifts and warehouse equipment will feature premium specifications, advanced lithium-ion options and a five-year approach to fleet support.

BROOKFIELD, WI, Nov. 24, 2026 - As Wolter prepares to celebrate its 65th anniversary in 2027, the company is set to introduce its own line of Wolter-branded forklifts. The new line pairs premium performance with Wolter's service expertise, giving customers a smarter approach to forklift ownership, uptime and long-term operating costs.

The promise behind the new offering: **Premium Uptime. Smarter Cost.**

What Makes Wolter Forklift Different

Wolter is positioning its new forklift line around what happens after a truck arrives on the job. The planned offering combines application-focused specifications, a five-year warranty strategy and full-service support options, backed by local technicians and parts resources.

The lineup will span electric, LP gas and diesel-powered forklifts, with advanced lithium-ion technology a major focus.

“As we approach our 65th anniversary, launching our own forklift line is an exciting next step for Wolter,” said Jerry Weidmann, President and CEO of Wolter. “We’re combining decades of experience with premium equipment and the long-term support our customers count on.”

Local Support. One Partner Across Your Network.

Backed by 42 locations across 15 states, the new line will offer multi-site customers the convenience of one material handling partner with local teams for equipment guidance and ongoing service.

Wolter-branded forklifts will complement the company’s established equipment brands, giving customers more choices for their operations.

The First Look Is Coming in 2027

Wolter expects to introduce the new line through its Southern branches in early 2027. More details and opportunities to see the forklifts firsthand will follow as the launch approaches. A new forklift brand is coming. A familiar commitment to keeping customers moving stands behind it.

About Wolter

Founded in 1962 and headquartered in Brookfield, Wisconsin, Wolter is a family-owned material handling and industrial productivity leader. With more than 1,000 employees across 42 locations in 15 states, Wolter delivers forklifts, equipment rentals and service, warehouse automation and integrated solutions that keep businesses moving. Learn more at www.wolterinc.com

Media Contact: *Kristin Lelewicz, CMO | kristin.lelewicz@wolterinc.com | 262-781-8011*