



## Service

Detailed illustration of EFR Corp.'s award winning service program and scheduled maintenance service . . . . . 1

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## Machine of the Month

Specifications of our most popular new and used forklifts . . . . . 1



## Getting the Most Out of Your Fleet

Advice on how to maintain Your material handling equipment . . . . . 2

# The Forklift people

*THE INTELLIGENT ALTERNATIVE FOR ALL YOUR MATERIAL HANDLING NEEDS*

## HOW EFR CAN WORK FOR YOU

Since 1987, EFR Corp. has maintained the excellence and superior quality of our diverse fleet and maintenance crew. *At EFR, we are not limited to just forklifts.* Each experienced technician is certified to repair industrial batteries, scissor lifts, man lifts and other material handling equipment.

*Our labor prices are among the lowest in the business.* Starting at only **\$80.00** an hour, we are sure you will be very happy with our courteous service philosophy and efficient turnaround time.

**Call us today to schedule an appointment with one of our knowledgeable technicians.**



## A Brief History

**O**nce upon a time, in New York City, EFR Corp. owner and operator Raul Pretto had a dream of opening his own business. A rough and tumble young man from Argentina, he possessed the drive and determination to succeed in the extremely competitive world of machining and manufacturing. As of today, Mr. Pretto is among the most sought after technical advisors and troubleshooters in the Tri-State Area.



## MACHINE OF THE MONTH CARER NK15

- Year: 2004 • Sit-Down 3 Wheeler • Collapsed Height: 85" • Elevated Height: 188"
- Triple Mast • Side Shifter • 42" Forks • Capacity: 3000 lbs. • 48 Volts • Cushion Tires
- Asking Price: *Please call for pricing*



## GETTING THE MOST OUT OF YOUR FLEET

**A**lmost all material handling issues are preventable with proper and attentive maintenance.

In order to make sure your machine runs to the best of its ability, establishing a Good Housekeeping rule: **CLEANLINESS**. Make sure all moving parts, especially the engine and drive motor, are free of any dust and grease that could infiltrate the cooling system. The accumulation of free radicals will act as an insulator and force the machine to run at hotter temperatures. Therefore, it's important to apply some TLC (tender loving care) to your machine so that it functions as it should. Remove any gunk, grease and dust from the machine's engine and surrounding areas to avoid any ruptures and seizures.

**A**mong other preventable machine failures, lack of **FLUIDS** causes the engine to seize suddenly and suffer permanent damage to the machine. It is in your best interest to make sure to keep a close eye on all fluid levels, including the following:

- *Battery water levels,*
- *Motor oil,*
- *Hydraulic oil,*
- *Gear oil,*
- *Transmission oil,*
- *Antifreeze,*
- *Grease cartridges.*
- ***and many more...***

Proper lubrication of all moving parts inside your equipment ensures that the engine will run smoothly and without fear of halting. Like any car, the operator is responsible for the performance of the vehicle. Therefore, for optimal performance, **make sure your fleet is maintained consistently in 3 month increments**. This way, you're sure to have a reliable machine willing to work when you need it.



**Think  
About It  
OLD SCHOOL  
VS.  
NEW SCHOOL**

Many philosophies regarding maintenance work and computerized machinery have evolved. How has the industry changed due to the evolution of technology?

**FOLLOW US!**



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