SOUTHWORTH

TIP SHEET

Sales Tips about Competitors & Their Products

COMPANY LIFT RITE

MODEL High Rise Pallet Jack

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(For Southworth PT-22-E)

Lift Rite is a Canadian company established in 1977. They are not widely known in the U.S. market and are not considered a major player in the lift business. They are not a member of the LMPS (Lift Manufacturers Product Section, a division of the Material Handling Industry) and therefore we do not have information of what standards or codes they may adhere to in the design and fabrication of their products.

Feature	Lift Rite	Southworth	Comment
Spiral cell sealed battery	No	Yes	True zero maintenance, completely sealed battery that cannot “outgas” when being charged, and can never leak acid
Dual front stabilizers	No	Yes	Two front stabilizers facilitate 100% better “locking” to the floor. The Southworth model is far more resistant to sliding around when a worker leans against the pallet
Hose break valve	No	Yes	In the unlikely event of catastrophic failure of a hose or any part of the piping and valve system this feature prevents the unit from free falling. An added “safety first” feature
Powder coat finish	No	Yes	State-of-the-art finish that resists chipping and scratching and provides for a high gloss appearance that will last for many years
Low back rest	No	Yes	The low back rest provides the operator with better line of sight for maneuvering and better access to loads
Pushbutton control (up & down)	No	Yes	The Southworth model was designed to be electric with convenient pushbutton control. This is not an add-on power unit to a manual pumped unit like Lift Rite (Lift Rite uses a squeeze lever down)
Power unit cover	No	Yes	The power unit, all controls and piping are neatly arranged and protected under a shatter resistant fiberglass housing. Smooth, clean design makes housekeeping a breeze
Shipping weight	440 lbs.	310 lbs.	30% less weight* means less operator fatigue and greater maneuverability - a huge plus in a mobile equipment

* With a safety factor of three to one

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