

Cinécraft Productions, Cleveland's longest-standing production company, presents a Flashback Friday video from our archives. Have to train someone on the do's and don'ts of operating heavy machinery? Take a look back at how it was done back in 1980. Not much has changed, well maybe the truck, safety gear, clothing, PPE, and the facility, but hey, who's counting? We are! We've been helping companies train their employees through video storytelling for over 75 years! In 1933, Cleveland became the home of the legendary Towmotor® lift truck company, inventor of the industrial lift truck with hydraulic forks. Caterpillar bought Towmotor® in 1965 and renamed the lift trucks Caterpillars, or Cat Lift Trucks. In 1971, they built a huge new manufacturing facility in Mentor, Ohio. Cinécraft created a video marketing tool for each new model. Our crews shot in the Mentor plant 20-30 weeks a year. Over a 7-year period Cinécraft made nearly 100 films and videos for Caterpillar. Despite having an efficient state-of-the-art manufacturing plant with engineering and design offices attached, increasing global competition and domestic labor unrest made making money with lift trucks vexing for Caterpillar. In 1985, Caterpillar shifted all of its manufacturing to South Korea, which led to the sale of the business to Mitsubishi in Houston, Texas. A sad end to a legendary Cleveland company. All of these videos feature Bryce Osborn, a long-time wizard of demonstrating how to operate lift trucks in sales demos. Bryce could tuck a 40" pallet into a 39" opening. He could also take apart a lift truck and put it back together like a Lego set. The narrator for these videos is Paul King. A Cleveland legend for his ability to record long and technically complicated scripts in one take. Paul is a founder of the Commercial Recording Company. Transcription Voice Unknown

Cinécraft Productions presents Flashback Friday. When stopping any lift truck, park in an authorized area out of traffic. Put the direction control into neutral. Apply the parking brake, and lower the forks to the ground. The operator's guide is a source of basic information about the specific lift truck model you're working with. You should find it in a pocket on the back of the seat.