

ATLAS POLAR

Delivering customer solutions



We're Atlas Polar. While our strength today is our ability to provide a wide range of tough to beat material handling products, one of the most important things we build to last is customer relationships. We do that day in day out, year after year by providing innovative, cost-effective solutions for our customers, backed up by our recognized quality service. In fact, our commitment to delivering customer solutions has been the foundation of Atlas Polar since 1938.

We have grown from our roots as a local supplier of Polar marine engines to become a highly respected North American company that handles truck mounted crane equipment, forklifts, remote controls for cranes and waterway cleaning systems. We are still a privately held Canadian manufacturing and distribution company with offices in Toronto, Montreal, Edmonton and Calgary. When you choose Atlas Polar, you're investing in over 65 years of commitment to being the best in the industry.

Building on a foundation of strengths

Today, we have three divisions that go to great lengths to serve your need for quality, value and service:

Truck Mounted Material Handling Equipment

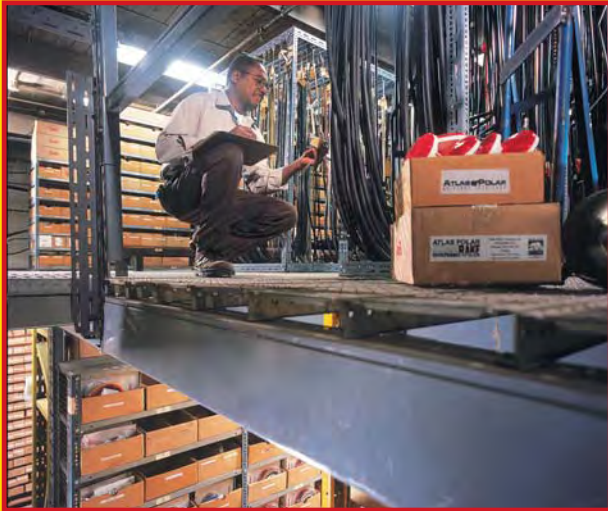
In Canada, we distribute world class HIAB articulated cranes, Moffett Mounty truck mounted forklifts, and Multilift Hooklift Systems, Mixveyor concrete conveyors and Cleasby roofing conveyors.

Polar Remote Controls

We design and manufacture our own remote control devices to operate the cranes we sell with a goal of raising safety, mobility and versatility to new heights.

Hydrake Waterway Cleaning & Control Systems

We manufacture, assemble and fully test these trashraking systems at our Atlas Polar facilities for cleaning water intakes.



Atlas Polar's commitment to after-sales support is reflected by its strong network of service dealers from coast to coast and large inventory of parts and supplies. If your equipment ever needs a replacement part it's in-stock and close-by.



Spar Aerospace and Atlas Polar worked jointly to develop and install special truck and trailer mounted frameworks for four Canadarm type robotic units designed for hazardous waste inspection and clean-up.

While it's the rock-solid dependable products that our customers come to Atlas Polar for in the first place, it's the great service we deliver that ensures their long-term satisfaction. We support our customers with in-depth product training and a large distributor sales and service network backed by highly qualified technical experts.

Equally important, Atlas Polar has made a huge investment to support what we sell. We have one of the industry's largest parts departments. In fact, we can support everything from one of the earliest built HIAB articulated cranes to today's newest model with equal confidence. If we sell it, we can support it.

In addition to the existing product lines that customers have come to rely on us for, Atlas Polar will work with you to develop a custom solution. Designing products with our customers to help them meet new application requirements is just one more way we are here for our customers.

Customer relationships: built to last

Working together for more than half a century

As we celebrate over 65 years of serving Canadian industry it is important to recognize the contribution of all Atlas Polar employees. Many of them have spent much of their working lives here. Their combined knowledge and expertise, and the care they take to satisfy customers says more about Atlas Polar than anything else.


We go to great lengths to deliver cost-effective, tough to beat solutions to build customer relationships that last.



Delivering building materials further and higher with a long reach HIAB articulated crane.



Deliver products to DIY's and contractors the fast and easy way with a Moffett Mounty forklift stored at the rear of a truck or trailer.



Our Materials Handling Division specializes in distributing material handling equipment, including HIAB articulated cranes, Moffett Mounty truck mounted forklifts, and Multilift Hooklift Systems throughout Canada for virtually any industry that lifts and moves materials. Each of these products ranks no.1 in the world in its class and each continues to set new standards for safety, features and reliable performance.

HIAB – the original, and still the leader

Atlas Polar has been the exclusive Canadian distributor for HIAB articulated truck-mounted cranes since 1953. These truck-mounted cranes are engineered and built to work harder, and last longer. No wonder HIAB articulated cranes are the leading choice in Canada.

Taking care of your toughest projects

We go the extra mile for our HIAB customers by providing comprehensive HIAB Crane Operator Training Courses, recognized by the Ministry of Training Colleges & Universities and designed to help owners and managers accredit their operators. Our customers value these courses because they are able to improve operator safety, increase operator productivity and improve the life of their equipment. And that just makes good business sense.

Matchmaker program

Atlas Polar also offers our customers a computerized Matchmaker™ program that will accurately analyse the truck/crane relationship. This program can calculate critical stability and front and rear axle loading and determine the best combination of crane model, outrigger option and vehicle specs. The bottom line? Customers can maximize vehicle performance, payload and profitability.

Forklifts for the long haul

When we see a need for a product to meet a particular application, we go out and find a solution. For example, many of our building supply customers wanted to be able to leave their trucks at the roadside and still spot loads around a job site. Back in 1989, we acquired the rights to distribute a truck-mounted forklift allowing operators to do just that. Since then, it has become one of our best selling products. The product: Moffett Mounty truck-mounted forklifts, today's most flexible forklift offloading system available in Canada.

The Moffett Mounty forklift system allows our customers to go as far as they need to go to get the job done, with such features as a unique kit for absorbing shock during transportation and the ability to mount and dismount from the truck in less than 60 seconds. With all-wheel drive, conventional steering and controls, and excellent maneuverability, Moffett Mounty truck-mounted forklifts are the ones for the long haul.

Canada's toughest demountable systems

Nothing takes care of business like Multilift Hooklift Systems, exclusively distributed throughout Canada by Atlas Polar. Building on their reputation for delivering long life and high return on investment, we offer a wide range of Multilift Hooklift Systems to meet our customers toughest demountable challenges.

New thinking, new solutions

We are frequently called upon to re-design and modify existing equipment to suit new and varied industrial and commercial applications. For example, when Spar Aerospace required technical assistance mounting specially designed Canadarm type robotic units called Vertical Positioning Masts for sampling radioactive material in underground waste storage silos, they came to the experts in truck-mounted cranes – Atlas Polar. With our assistance, the project was a complete success.

Atlas Polar Mixveyor concrete conveyor system

This truck mounted conveyor is a versatile and cost effective method of concrete placement. The Mixveyor allows any form of cement mix to be precisely placed anywhere in a 300° arc and up to 51 feet away.

Cleasby fiberglass roofing conveyors

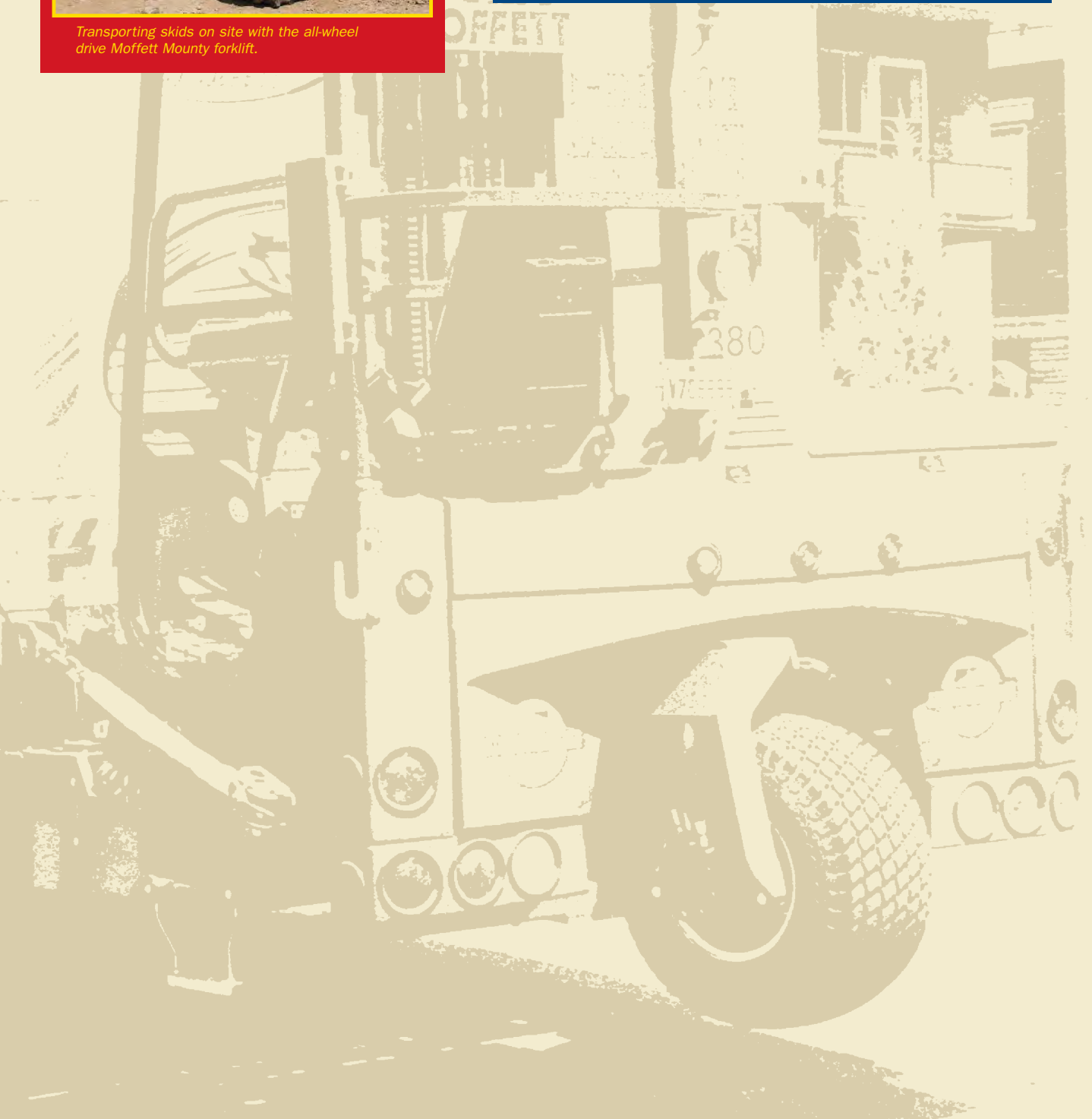
The FBR Series was designed to greatly reduce the risks of accidental electrocutions in the event the conveyor touches a power line which makes it perfect for transferring shingles to rooftop level. All FBR Series conveyors have frames built out of fiberglass, non-conductive hydraulic lines and belts.



Transporting skids on site with the all-wheel drive Moffett Mounty forklift.



Moving rental equipment with a versatile Multilift Hooklift demountable body system and HIAB truck crane package.





Polar Remote Controls, the industry standard for truck crane control, are available in cable and radio versions.



Increase crane operator safety, efficiency and manoeuvrability with an installed cable or radio Polar Remote Controls system.





The Polar Remote Control Division of Atlas Polar goes to great lengths to raise safety, mobility and versatility to new heights. We have over a quarter of a century of experience manufacturing and distributing remote control systems in North America.

Ongoing research and product testing at our facilities in Toronto has led to the development of successful new fully proportional models including a popular radio control system. Recognized as a leader in the field of cable and radio control systems, we also develop new technologies to equip systems distributed through our other divisions.

Taking control with Polar Remotes

Freedom of choice

A Polar Remote Control System can be installed on new and existing truck cranes and gives the operator an unmatched combination of freedom of movement and range, plus the total control of true proportional technology. Other key advantages include improved operator safety and efficiency, greater operator control over maneuverability, and most importantly, lower operating costs.



Atlas Polar's new Hydrobrush Cleaning System gently cleans debris from stainless steel intake screens.



The popular Atlas Polar Hydrorake Trashraking System handles its job quickly and automatically raking trash from water intakes.

Atlas Polar's Hydrorake Division has more than two decades of experience in the field. During that time, we have gone to great lengths to build a solid reputation as the principal supplier of totally automated trashraking systems to the Hydropower and Water Management industries across North America. At present, there are over 300 installed Hydrorake Systems cleaning water intakes across the continent.

Hydrorake control systems are manufactured, assembled and fully tested at Atlas Polar facilities. With the support of the engineering and CAD department, this division offers custom site solutions and complete turnkey installations backed by our extensive technical support system.

Number one in Automatic Trashraking

Our latest innovation: the Atlas Polar Hydrobrush Cleaning system

An example of our commitment to respond to customer needs is Atlas Polar's new Model ST8100 Hydrobrush System. The Atlas Polar Hydrobrush is ideal for fish monitoring or transfer facilities where keeping constant flow through screens is essential. The specially designed Hydrobrush head automatically cleans stainless steel screens while travelling horizontally.

Atlas Polar Stop Log Lifter systems

The Atlas Polar Stop Log Lifter is now established as an effective and efficient way to secure and remove logs, stack logs and retrieve and replace logs in the sluiceway. It replaces hand cranked winches that have their lifting hooks manually engaged in the log dees or by thrown grapples.

We go to great lengths to serve our customers

Atlas Polar supports its customers with a comprehensive distributor sales and service network across the country – there are 12 service centres in Ontario alone – to ensure the products our customers need, and the service and technical support they demand are always close at hand. Atlas Polar's long standing partnership with A.R. Williams Truck Equipment Ltd. in Western Canada provides customers with the highest levels of service available in the truck mounted material handling industry in Alberta.

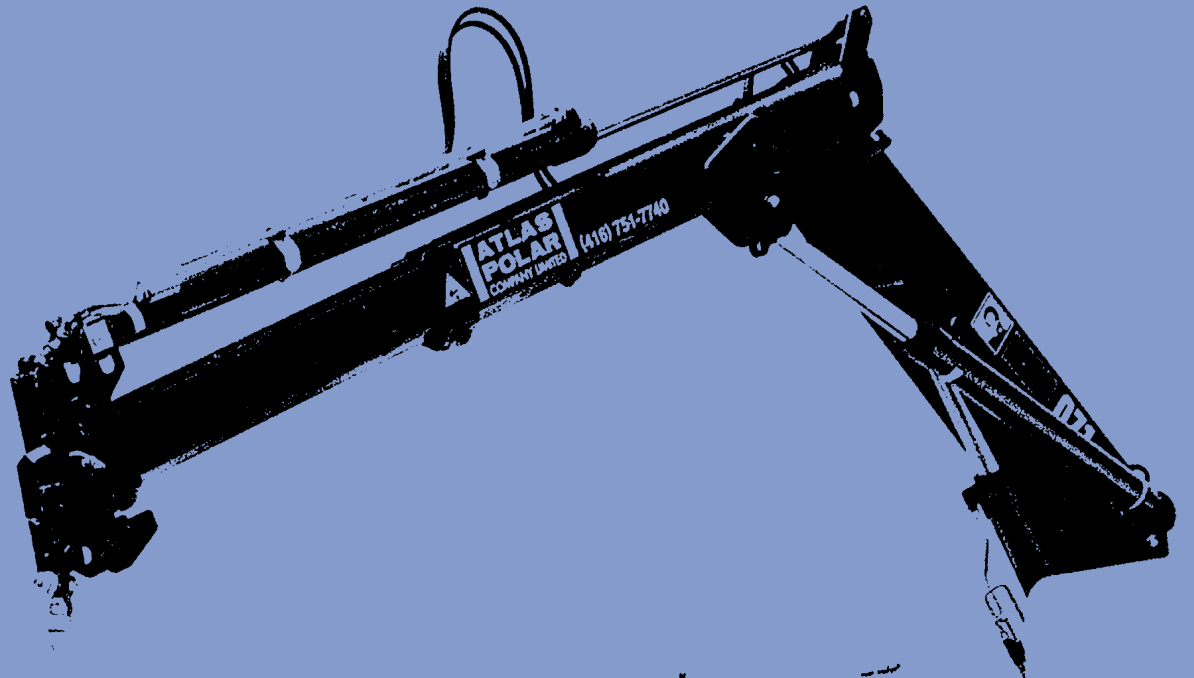
As a result of the wide range of products we sell, we naturally have a broad foundation of customers. And so a key part of our service program is to help design a financial package to fit all of our customers' needs, from the small business to the large multinational corporations. We can offer unique in-house financing solutions with flexible terms and competitive rates that fit the bill for everyone.

Atlas Polar. We go to great lengths to serve our customers with the best equipment, service and support.

Visit us on the web: www.atlaspolar.com

ATLAS POLAR

Delivering Customer Solutions Since 1938



60 Northline Road, Toronto

Ontario, Canada M4B 3E5

Toll Free: 1 888 799-4422

tel (416) 751-7740 fax (416) 751-6475

visit us on the web: www.atlaspolar.com

E-mail: info@atlaspolar.com

