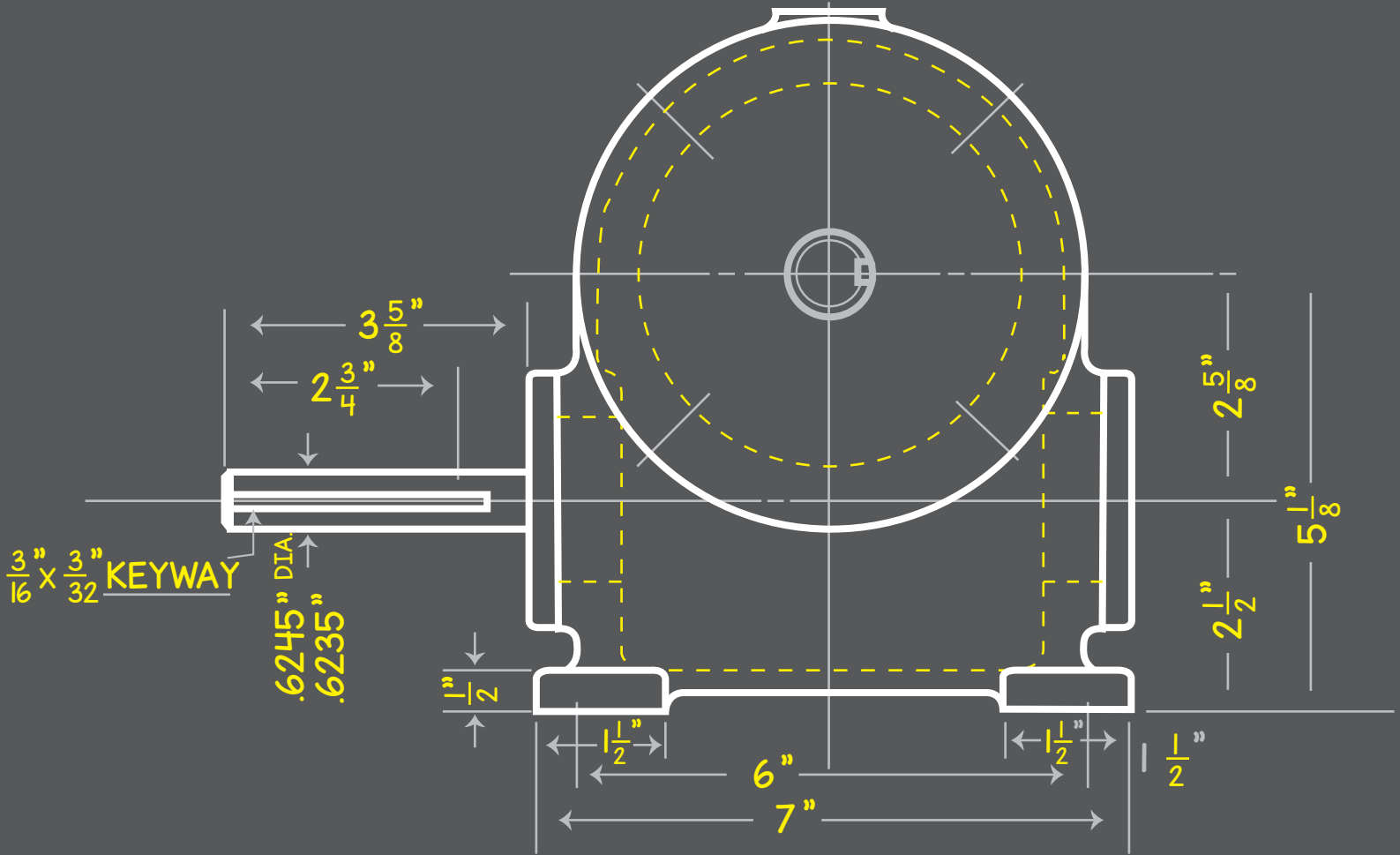



**TIME FLIES  
WHEN YOU'RE  
MAKING  
HISTORY**



A brief history



**FOR OVER 70 YEARS, WE HAVE BEEN  
MOVING THE WORLD.**

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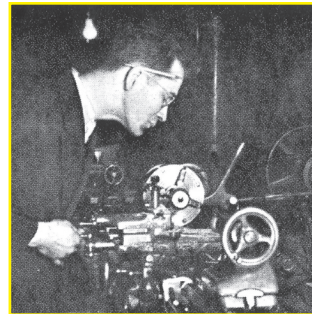
With its inception in 1947 in West Allis, Wisconsin, Hytrol has grown to be the largest conveyor manufacturer in North America and a global industry expert. Founder Tom Loberg was dedicated to what he believed in: the Integration Partner Network, the employees that made up the Hytrol Family, and providing quality products at the best value. This is the remarkable story about the evolution of a company that all started with just a “handshake and a promise.”

**“TOM WAS ALWAYS  
APPRECIATIVE  
TO THE EMPLOYEES,  
FOR ALL OF THEIR HARD WORK  
AND FOR MAKING HYTROL  
— SUCCESSFUL —”**

-TERESSA VINSON, EXECUTIVE ASSISTANT



# 1940s



## 1942

Tom Loberg leaves the Allis-Chalmers Company to pursue his entrepreneurial dreams in manufacturing.

Tom opens the Loberg & Hagen Company with Otto Hagen in West Allis, Wisconsin.

Lester Jarlsberg, owner of the Cambridge Feed & Seed Company in Cambridge, Wisconsin, approaches Tom Loberg to design and manufacture a seed bag-handling conveyor. Tom declines multiple times.

## 1943

Sam Leone is hired as Secretary with the Associated Industries of New York State.

## 1944

Sam Leone is hired as Secretary to the Director of Sales at Speedways Conveyors in Buffalo, New York.

## 1945

Tom finally agrees to design and manufacture a seed bag-handling conveyor for Lester Jarlsberg. It doesn't work, so he stores it until 1947.

## 1945 (cont'd)

WWII ends and the Loberg & Hagen Company dissolves. Tom founds the Hydro-Controls Company, with a focus in developing hydraulic power feeds for machine tools.

Tom hires his brother Chuck Loberg to join him in the manufacturing of hydraulics.

Sam Leone is promoted to Director of Sales. A customer later tells him they were not interested in doing business with Speedways Conveyor because they love doing business with Tom Loberg and Hydro-Controls Company.



## 1947

Construction of a new Hydro-Controls building in West Allis begins.

Hydro-Controls manufactures commercial, rotary lawn mowers with 36" & 42" wide cutting circles. Tom uses the Gisholt Turret Lathe (that he acquired from the Loberg & Hagen Co.) to manufacture a reducer for these lawn mowers. Hytrol uses a similar design and still manufactures our own reducers to this day.

Tom Loberg designs and manufactures the first Hytrol conveyor—Old No. 1.



## 1948

Hydro-Controls manufactures and sells 35 units similar to Old No. 1.

Customers begin to demand a conveyor that doesn't tear the seed bags.

Hydro-Controls develops the Wee-Jack—a jack that could lift cars, tractors, etc.



## 1949

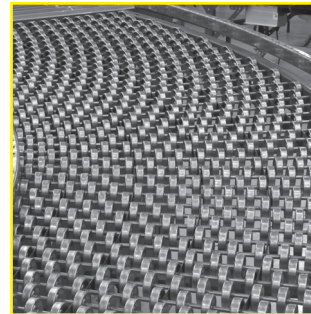
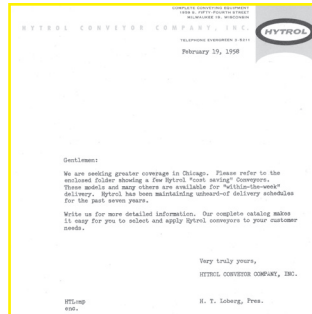
Tom Loberg develops the Model B, with a rough top belt, for the tobacco industry. These units perform flawlessly.

Rex Yocum, of Seedburo Equipment Company in Chicago becomes the 1<sup>st</sup> integration partner.

Hydro-Controls changes its name to Hytrol Conveyor Company.







## 1956

Tom and Chuck Loberg incorporate Hytrol as a manufacturer of belted conveyors.

## 1957

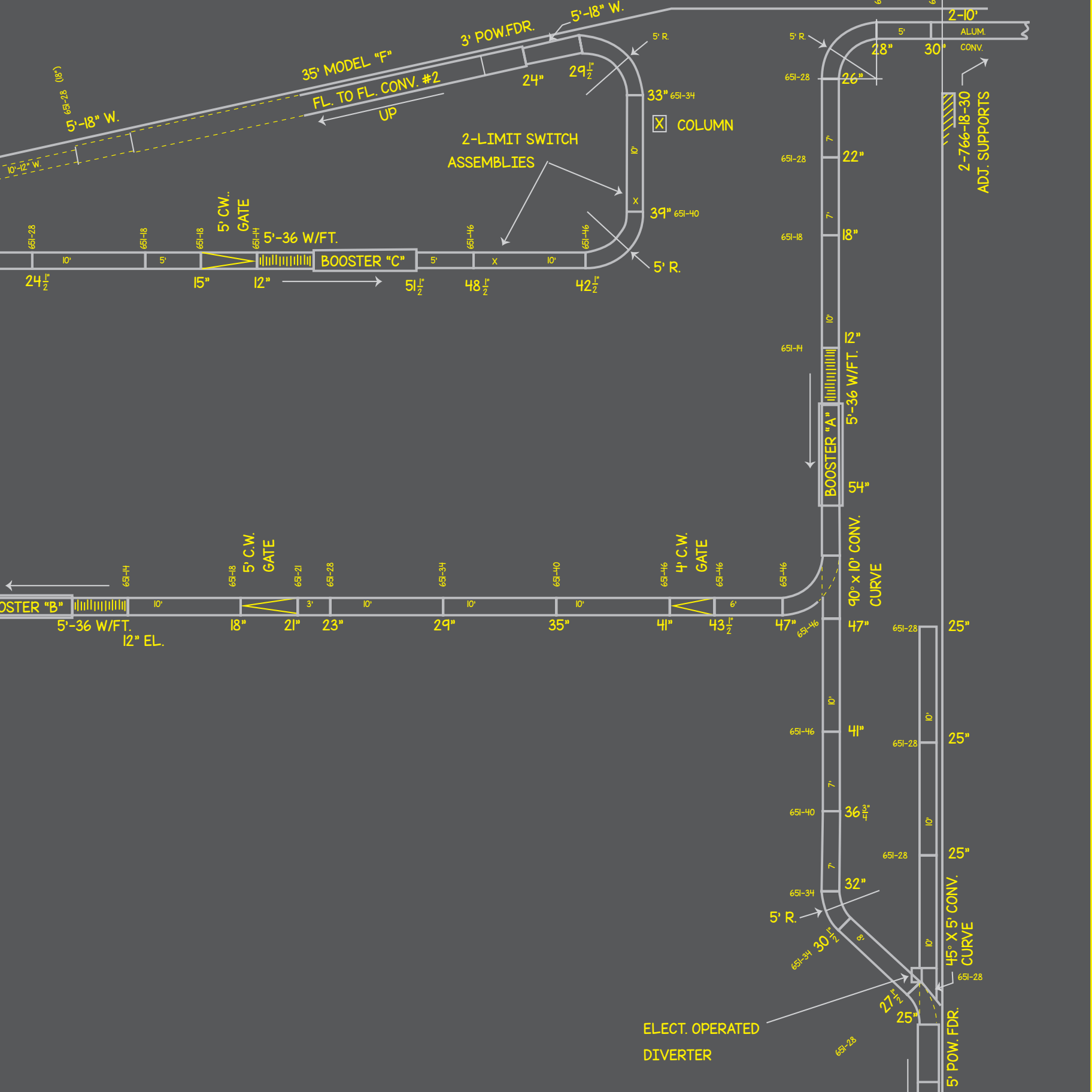
Hytrol celebrates 10 years in business. Naturally, employees are served a celebratory breakfast on conveyors.

## 1958

Tom Loberg and Sam Leone work together to develop the Hytrol concept: Design, Pricing, Availability and Service. This concept revolves around designing custom conveyors with standard parts, pricing them competitively and building them faster than anyone else with exceptional customer service.

## 1959

Hytrol begins to manufacture gravity conveyor models, with skatewheel and lightweight rollers.



**TOM'S COMMITMENT TO THE COMMUNITY  
HELPED BUILD JONESBORO INTO THE CITY  
THAT IT IS TODAY.**

# 1960s



## 1960

Hytrol holds its first Distributor and Dealer Meeting in Louisville, Kentucky.

## 1961

Hytrol holds its second Distributor and Dealer Meeting in Philadelphia, Pennsylvania.

Sam Leone joins Hytrol to help develop the Integration Partner Network and assist in the sales and support of conveyors. Sam develops strict standards for all integration partners.



## 1962

Hytrol relocates to Jonesboro, Arkansas.

Ralph Pocobello joins Hytrol as the Vice-President of Production. Ralph proceeds to manage Hytrol's production area during its formative years, laying the groundwork for our growth over the decades.

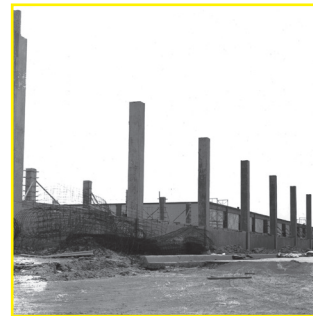
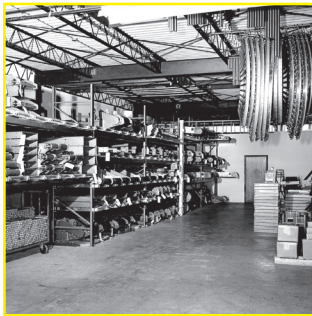
Chuck Loberg meets Phil Jones at the local Kiwanis Club Meeting.



## 1962 (cont'd)

Tom Loberg obtains a pilot's license and leases a single engine Bonanza airplane to easily travel during relocation and visit integration partners.





## 1963

Hytrol hosts the first Distributor Convention, where integration partners and Hytrol employees gather for workshops, speakers and entertainment.

Hytrol hires Phil Jones as a CPA. Phil proves to be essential for Hytrol's financial stability.

## 1964

Hytrol opens the Stockyard in St. Louis in late October under leadership of Sam Leone. All standard conveyor models and accessories are on hand and ready to be shipped in 24 hours.

## 1967

24,000 square feet is added to the manufacturing facility—now over 50,000 square feet.

St. Louis Stockyard moves into a new 10,000-square-foot facility.

Hytrol unveils new tagline: "Hytrol leads the way!"

Model ACC Accumulating conveyor is introduced.

## 1968

Second Hytrol Distributor Convention held in St. Louis. Integration partners learned about new technology and Hytrol models. Attendees toured the Stockyard and also the Jonesboro plant.

"Pillar of Wisdom" awards given to integration partners who sold \$1,000,000+.

## 1969

74,250 square feet is added to the manufacturing facility, making the total approximately 125,000 square feet. Today, this area is the fabrication and welding area.

# 1970s



## 1970

Sam Leone hosts the first Sales Seminar at Hytrol.

## 1971

The Hytrol Distributor Council is formed to promote a closer relationship between Hytrol and its network.

St. Louis Stockyard ships 100 percent on time for the year.

## 1972

Hytrol celebrates 25 years in business.



## 1972 (cont'd)

Third Distributor Convention is held in St. Louis. Tom gives the keynote address, and tells the "Hytrol Story." He ends by saying, "I want to dedicate my life and effort to serving and working to building good conveyors; to serving our distributors and employees."

## 1973

72,000 square feet is added to the manufacturing facility in the pre-assembly areas, bringing the total to almost 200,000 square feet.

A research and development lab is added to Hytrol.



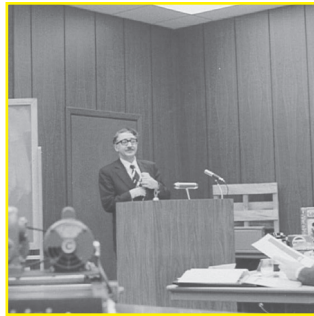
## 1973 (cont'd)

Second Hytrol Distributor Council is held in Jonesboro. Smaller meetings are held around the U.S. to share what is discussed in the HDC.

The newly constructed 33,000-square-foot Hytrol National Conveyor Stockyard is completed in St. Louis.

Hytrol sells \$7,000,000+ of conveyors and conveying accessories.





### **1975**

David Vaughan was hired to help pilot the Hytrol Piper Navajo. He would later take responsibilities in the sales and marketing departments.

Hytrol unveils its newest guarantee, "If we're late, we pay the freight."

Pallet accumulator, ACZ accumulating conveyor, chain roller units, and several conveyors are released for application in systems.

### **1976**

The first Advanced Sales Seminar is hosted.

Sam Leone is promoted to the Executive Vice President.

Tom's son, Dan Loberg is promoted to the Vice President of Sales & Marketing.

Hytrol sells \$10,000,000+ of conveyors and conveying accessories.

### **1977**

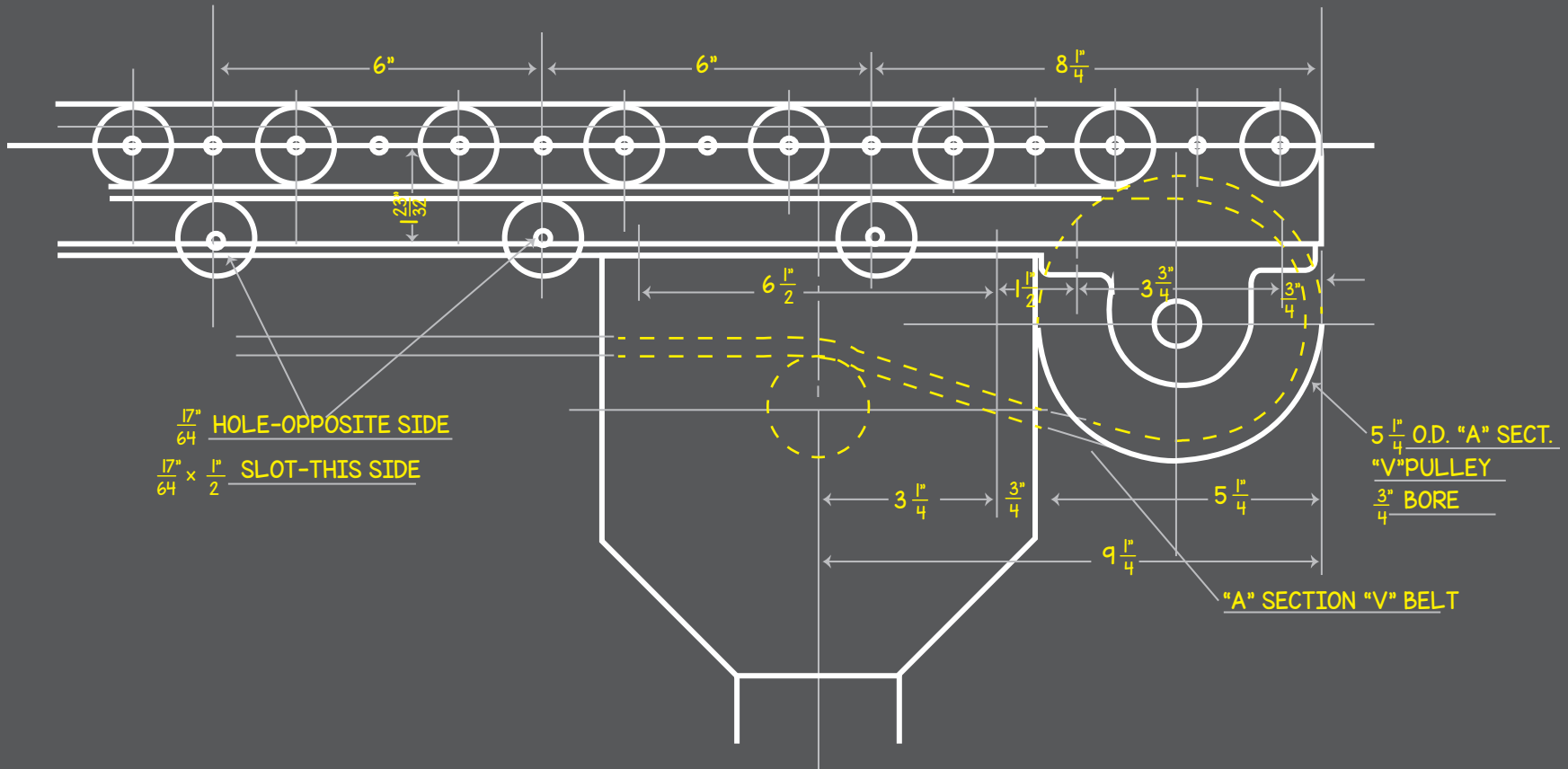
Lester Jarlsberg returns Old No. 1 to Hytrol.

### **1979**

123,270 square feet of office, conveyor assembly, and cafeteria space are added to the manufacturing facility—now a 320,000-square-foot facility.

Hytrol sells \$20,000,000+ of conveyors and conveying accessories.

Hytrol installs the revolutionary IBM computer system.





**TOM WAS MORE THAN JUST AN ENGINEER OR  
A BUSINESSMAN. HE BUILT OUR COMPANY'S  
FOUNDATION ON FAMILY AND RELATIONSHIPS.**

# 1980s



## 1980

Ralph Pocobello retires from Hytrol.

The Western Conveyor Stockyard opens in the San Francisco Bay area.

Hytrol acquires a series of Beechcraft King Air planes-to make it easier for the customer to do business with his local integration partner and Hytrol.

Hytrol Gravity Rack product line is introduced.

## 1980 (cont'd)

Hytrol's model 25-CRRCT chain-driven tapered roller curve is introduced.

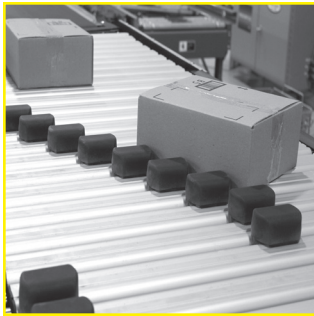
The health club is renamed "Dan's Health Club" in honor of Dan Loberg.

## 1983

Hytrol Sales Seminar #50 graduates. Over 900 integration partners have attended since 1970.

Sam Leone retires from Hytrol; his title at the time was Executive Director, Marketing and Distribution. He continued to serve on the Board of Directors for many years.

Hytrol's model CH chain case and 190-SP spool driven live roller conveyor is introduced.

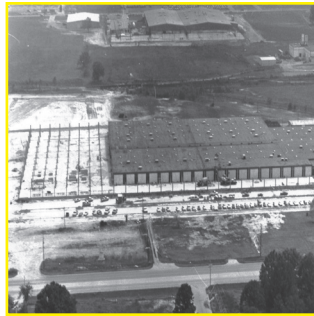


### **1984**

Hytrol trades one of the Beechcraft King Air planes for a Lear Jet.

### **1988**

100,000 square feet is added throughout the facility to include the medical clinic, lobby, training room, and more square footage in the existing shipping area. The building is almost 420,000 square feet total.



### **1988 (cont'd)**

Hytrol's marketing efforts increase. Hytrol begins advertising in Modern Material Handling, Material Handling Engineering, New Equipment Digest, Industrial Equipment News, and many other publications.

Hytrol develops the QS-1 quick sortation system.



# 1990s



## 1992

13,500-square-foot Hytrol Technology Center is constructed. The Technology Center is our central hub for new innovations and creations.

## 1993

30,000 square feet is added to the manufacturing facility and an 18,000-square-foot powder paint system is installed. This brings the total to almost 468,000 square feet.

## 1994

Hytrol releases the Hytrol Electronic Remote Order Entry System (H.E.R.O.E.S) as the primary means to order product from Hytrol.

Hytrol increases training and re-emphasizes importance of customer education and support as well as education for Hytrol employees.



### 1997

Hytrol celebrates its 50<sup>th</sup> year in business.

Tom Loberg celebrates his 80<sup>th</sup> birthday.

Hytrol introduces the EZLogic<sup>®</sup> family of conveyors.



### 1998

The Hytrol Technology Center doubles in size to over 27,000 square feet.

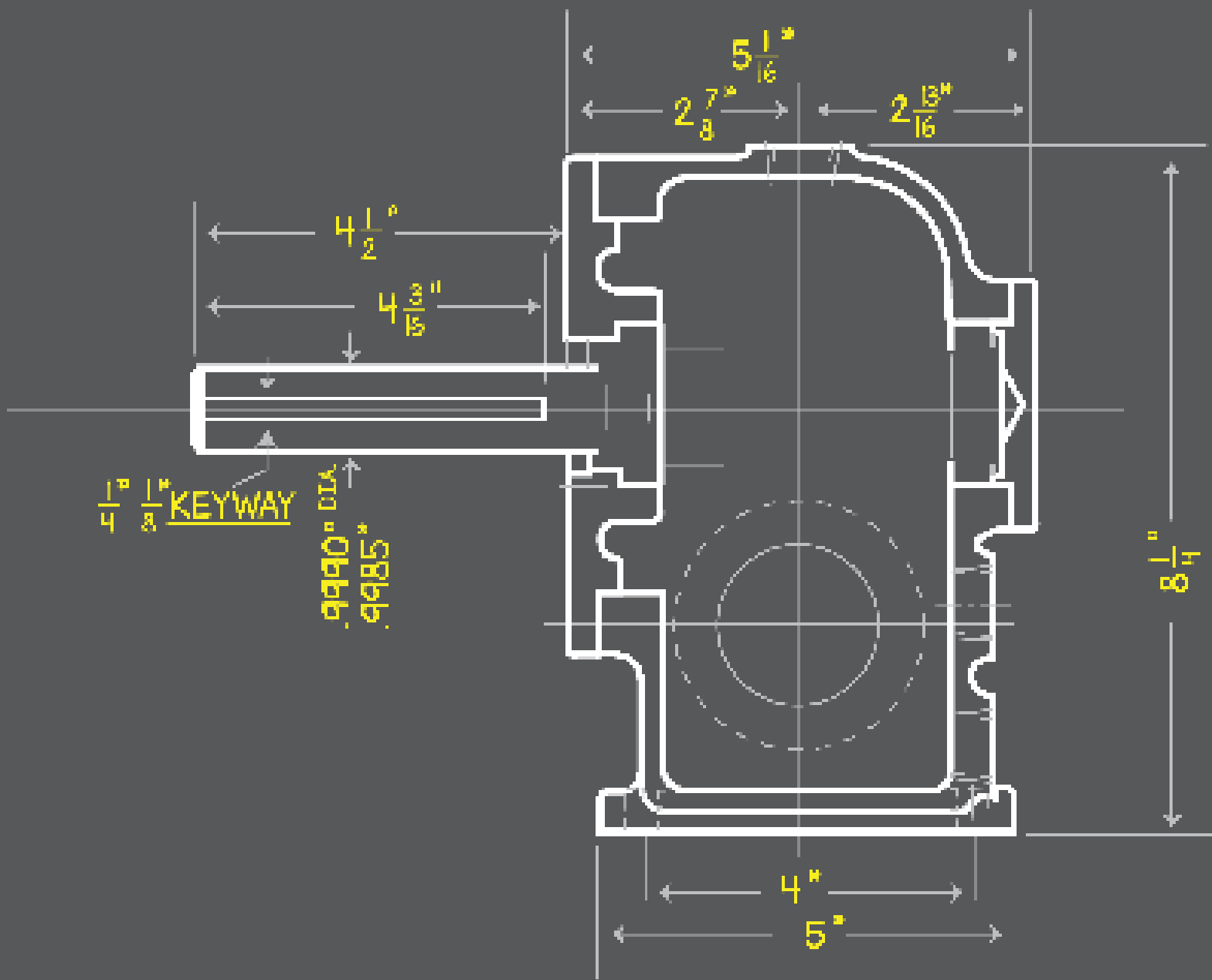


### 1999

A 75,000-square-foot stockyard is added to the manufacturing facility, increasing the size to approximately 543,000 square feet. Today, this section is used as red cell, a support cell for the other focus factories.

The St. Louis Stockyard was relocated to Jonesboro.

Hytrol introduces the ProSort line of high-speed sortation conveyors.



**OUR DISTRIBUTORS AND DEALERS ARE  
NOT MERELY BUSINESS AQUAINTANCES,  
BUT TRIED AND TRUE FRIENDS MORE  
APTLY DESCRIBED AS MEMBERS OF A  
FAMILY-THE HYTROL FAMILY.**

# 2000s



**POWER  
LEAN**

## 2000

A new product test system is developed and implemented at the Hytrol Technology Center.

Video tests are implemented for customers who wish to see their product conveyed.

Hytrol reaches \$100 million in sales.

## 2001

The Hytrol Aviation department is relocated to a new hangar at the Jonesboro Municipal Airport, adjacent to the Hytrol Technology Center.

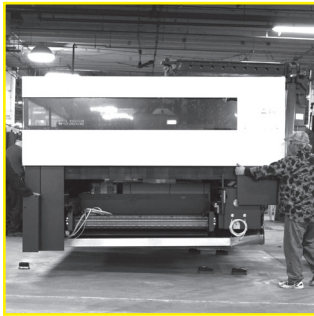
## 2003

Hytrol receives an “Export Achievement Award” from the Department of Commerce

## 2004

Power Lean is implemented in the production facility to deliver the best value to the customer.





## 2006

Hytrol is awarded the President's "E" Award for Export Excellence by George W. Bush.

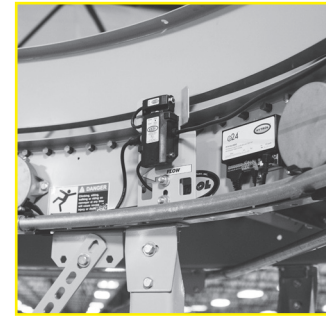
Hytrol transforms the fabrication area with laser cutting technology.



## 2007

Representatives from 67 different integration partners attend convention in Jonesboro.

Hytrol celebrates 60 years in business.



## 2008

Hytrol introduces E24™, the revolutionary line of 24-volt conveyors and accessories.

# 2010s



## 2011

HytrolTV launches to provide the industry with the information it wants.

## 2012

“Experience the Advantage” campaign is launched.

Hytrol participates in Modex 2012 in Atlanta.

Hytrol celebrates 65 years of business and 50 years in Jonesboro.



## 2013

Express Training Center opens.

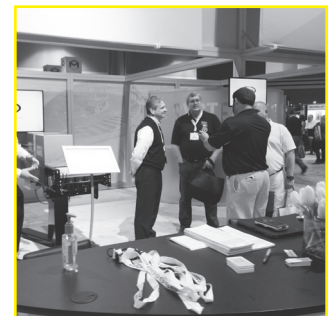
Hytrol partners with Arkansas State University to support Red Wolves Athletics programs.

## 2014

Hytrol participates in Modex 2014 in Atlanta.

The Hytrol Toolbox App launches. It is the first app to help integration partners and customers get the information and spare parts they need to keep their material handling solutions running at peak performance.

Hytrol releases the all-new E24i™, an update to the 24-volt conveyor that requires less cables and spare parts.





## 2015

Hytrol breaks into new markets with the Connex™ plastic chain conveying solution.

Hytrol develops and donates an assistive batting device called the Knock Block to the Jonesboro Miracle League, and hosts a Manufacturing Day event to highlight both the impact of U.S. manufacturing and the Tek Starz Summer Camp.

Hytrol founds Loberg Day, a day to honor Tom Loberg's contributions to the employees of Hytrol and the community.



## 2016

Hytrol completes a \$12 million and 62,000-square-foot expansion of its facilities, including a building addition, new equipment, and an employee parking lot. Many new permanent positions were added as a result of the expansion. This brings the facility to almost 700,000 square feet total.

Hytrol participates in Modex 2016 in Atlanta.

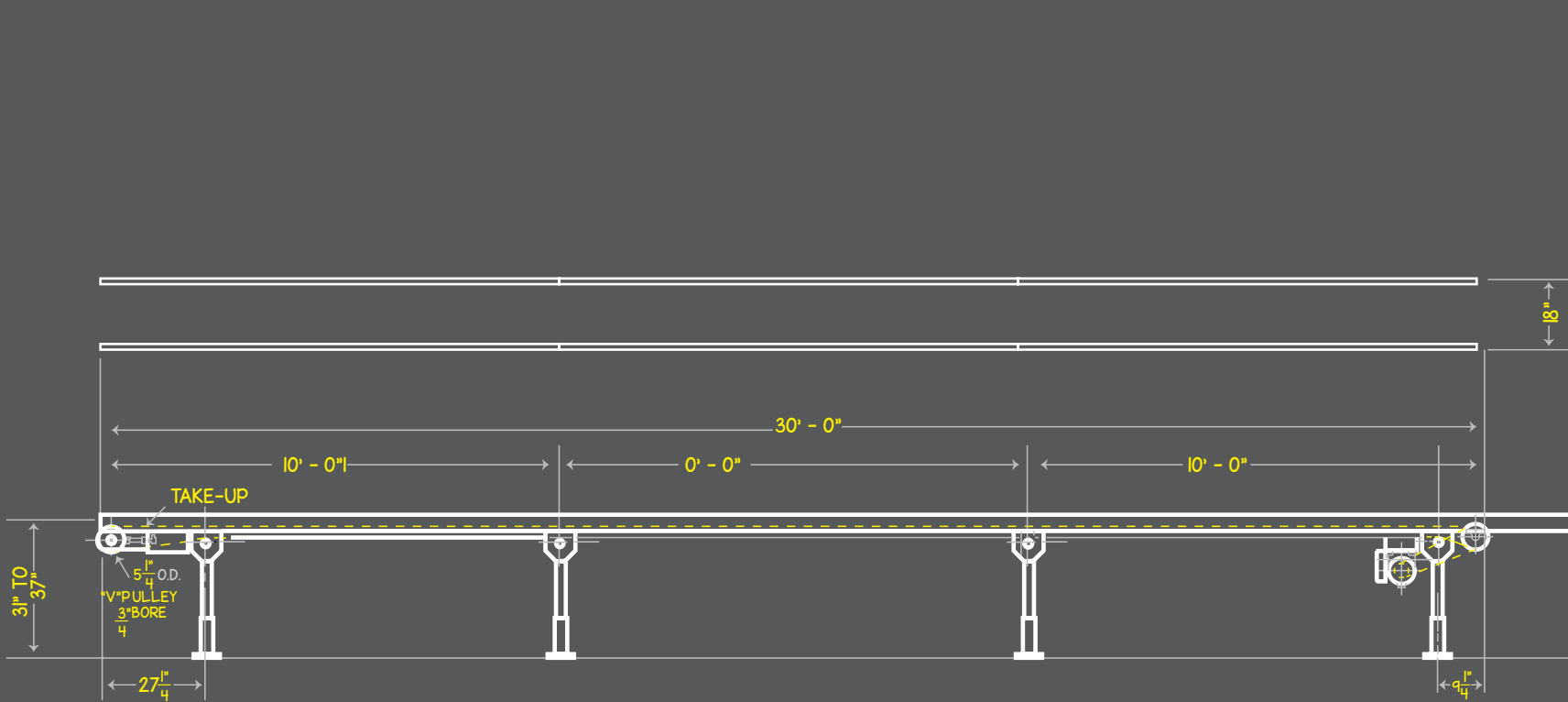


## 2017

Hytrol celebrates 70 years in business and 55 years in Jonesboro.

Hytrol represents Arkansas in the "Made in America" Product Showcase at the White House.





**TOM LOBERG CREATED AN ENVIRONMENT  
OF EMPATHY AND TRUST WHICH  
STILL EXISTS TODAY.**







**DELIVERING THE  
ADVANTAGE  
SINCE 1947**



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