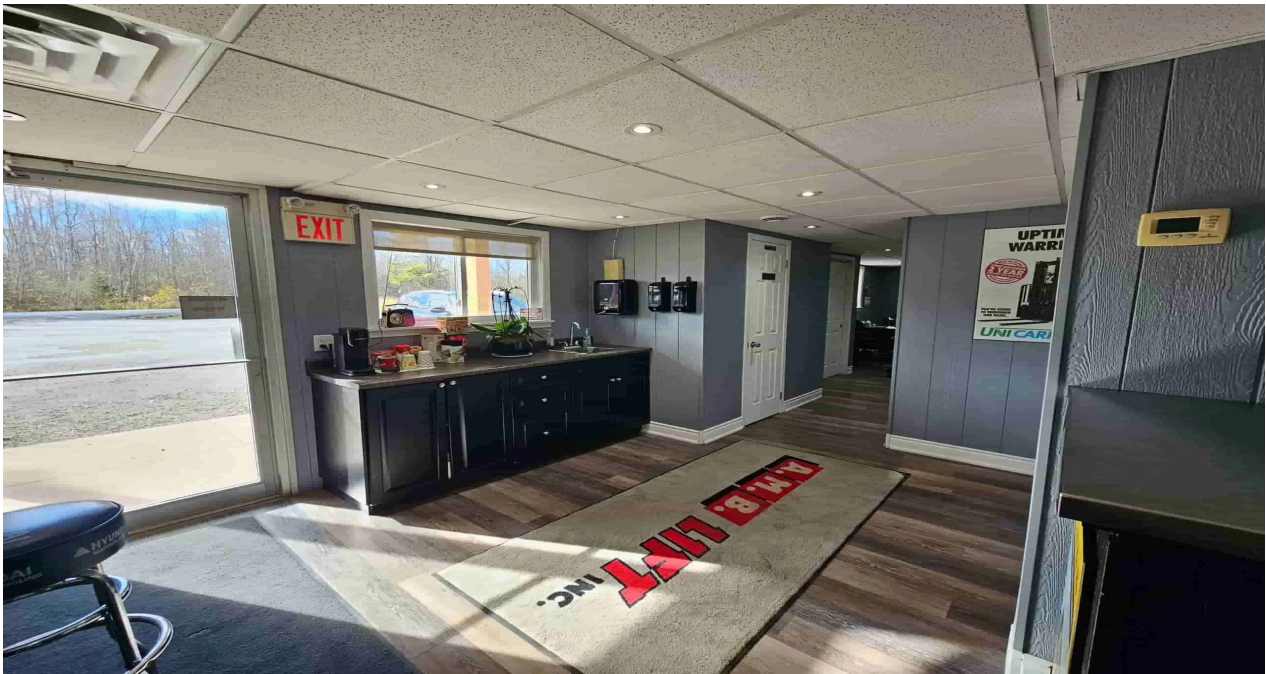




A.M.B. Lift Opens Peterborough Branch to Bring Eastern Ontario Businesses Closer to Forklift Sales and Service Support

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A.M.B. Lift has established a Peterborough branch, extending its forklift and material-handling operations eastward across Ontario, so businesses can get equipment sales, service, parts, and rentals from a dealer right in their area. The opening represents a deliberate geographic expansion driven by identified demand in the industrial and construction market for a qualified material handling dealer with multi-brand inventory and responsive service capacity.

The practical value of a local dealer presence in the material handling sector is measured primarily in response time and logistical efficiency. Businesses operating forklifts and other lifting equipment face regulatory inspection deadlines, unplanned service requirements, and rental return logistics that all depend on the proximity of dealer support. For Peterborough-area businesses that previously accessed dealer services from Ottawa or the GTA, the distance introduced friction at each touchpoint. A branch in Peterborough eliminates that friction by positioning sales, service, and rental support within the immediate operating radius of the businesses it serves.

Peterborough's industrial base spans manufacturing, distribution, food processing, and construction, each of which presents distinct material-handling equipment requirements for lift capacity, fuel configuration, mast height, and attachment specifications. A dealer capable of drawing from multiple manufacturer lines is better equipped to match equipment to those varied requirements than one limited to a single brand's catalogue. A.M.B. Lift holds authorized dealer status with UniCarriers, Hyundai, Moffett, and Genie, providing the breadth of products necessary to serve the full range of equipment needs across its commercial and industrial client base.

"Peterborough has a productive industrial base, and the demand for equipment support in that market has been clear for some time," said Trevor Barclay, Owner of A.M.B. Lift. "Having a branch there means we can respond to service calls on the same day, deliver rental equipment without the lead time that distance creates, and give clients face-to-face access to our inventory and expertise without requiring them to make a trip to Ottawa. That changes the quality of the dealer relationship in a meaningful way."

The branch expands A.M.B. Lift's inventory of forklifts for sale in Ottawa and Peterborough, with both new and used equipment available through both locations. The company's sales program covers a range of capacity classes, from light-duty warehouse forklifts to heavy industrial units, available in propane, diesel, and electric configurations. Electric forklift demand has grown substantially across Ontario's warehouse and distribution sector as operators respond to indoor air quality requirements and sustainability mandates, and the Peterborough branch stocks electric models suited to that growing segment of the market.

The branch also provides construction equipment rental in Ottawa and across Eastern Ontario to contractors and businesses that require short-term lifting capacity for specific project phases. A.M.B. Lift's rental program covers daily, weekly, and monthly terms, allowing clients to match rental duration to project timelines without paying for equipment access beyond their operational window. For construction contractors managing project-based workloads in the Peterborough region, locally available rental equipment reduces mobilization costs and scheduling complexity associated with sourcing from a more distant dealer.

A.M.B. Lift's service department supports both the Ottawa and Peterborough branches with preventive maintenance scheduling, compliance inspection support, and a parts program covering the brands the company carries. Ontario's provincial regulations require that forklifts undergo annual safety inspections, and businesses operating equipment outside compliance face both financial penalties and insurance exposure. Local service capacity reduces the scheduling barriers associated with annual inspection compliance for businesses in that market, making regulatory adherence more operationally practical.

About A.M.B. Lift: A.M.B. Lift is an Ottawa-based, locally owned forklift and material handling dealer with over 30 years of continuous operation across Eastern Ontario. The company holds authorized dealer status for UniCarriers, Hyundai, Moffett, and Genie product lines and provides forklift sales, rental, parts, and service through locations in Ottawa and Peterborough. A.M.B. Lift serves industrial, construction, warehousing, and commercial clients across Eastern Ontario.

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A.M.B. Lift Inc

A.M.B. Lift Inc in Ottawa, Ontario, provides reliable forklift sales, rentals, parts, and expert service solutions, supporting businesses across Ottawa and Eastern Ontario with high-quality material handling equipment.

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