

ENSER Engineers the Next Generation of LiftTrac Material Handling Solutions

One Year Later: How Engineering, Innovation, and Customization Are Shaping the Future of LiftTrac

CINNAMINSON, NJ, UNITED STATES, July 14, 2026 /EINPresswire.com/ -- One year after acquiring the [LiftTrac](#) product line, [ENSER](#) has transformed it through engineering innovation, expanded customization, New Jersey [manufacturing](#), and new product development. By combining nearly 80 years of engineering expertise with a proven material handling solution, ENSER is helping manufacturers solve unique lifting and positioning challenges with customized solutions designed around their operations.



Since 1947, Providing Specialized Engineering Services

ENGINEERING THE FUTURE OF LIFTTRAC



We've built on LiftTrac's legacy with ENSER's engineering expertise to create greater value for our customers. We're just getting started, and the future for LiftTrac is incredibly exciting."

*Marco Arnone, President of
ENSER*

When ENSER acquired the LiftTrac product line in July 2025, the objective extended far beyond continuing production. The vision was to combine LiftTrac's proven material handling technology with ENSER's engineering expertise to create more capable, more customizable solutions for manufacturers.

One year later, that vision is becoming a reality.

Over the past twelve months, ENSER has successfully transitioned manufacturing from Arizona to New Jersey, completed comprehensive engineering documentation for

the entire product line, introduced the new LT-450 model, and expanded the customization

capabilities that distinguish LiftTrac in today's manufacturing environment.

MORE THAN A MANUFACTURING TRANSITION

Relocating production across the country required far more than moving equipment. It meant transferring manufacturing processes, engineering documentation, product knowledge, and quality standards while maintaining the reliability customers have come to expect.

"The transition of moving the LiftTrac production facility from Arizona to New Jersey was a tremendous undertaking for our team, and they did an outstanding job," said Marco Arnone, President of ENSER Corporation. "Over the past year, we've done much more than relocate production. We've combined LiftTrac's proven reputation with ENSER's engineering expertise to expand customization, develop new capabilities, and help customers solve their unique material handling challenges. We're just getting started, and I believe the future for LiftTrac is incredibly exciting."

Today, every LiftTrac unit is manufactured in New Jersey and supported by ENSER's engineering, manufacturing, and customer service teams.

ENGINEERING SOLUTIONS THAT ADAPT TO THE CUSTOMER

No two manufacturing facilities operate exactly alike. Different products, workflows, and production environments require



Our Lifts | LT250-48 | LT300-72 | LT450-48



LiftTrac LT250-48 with Fixed Boom attachment at ENSER's New Jersey manufacturing facility.

material handling equipment that can adapt to specific applications.

That's where ENSER has expanded LiftTrac's capabilities.

By leveraging decades of engineering experience, ENSER can recommend and develop customized configurations, interchangeable attachments, and application-specific solutions that help manufacturers improve safety, efficiency, and productivity. Whether supporting machine loading, assembly operations, roll handling, packaging, or material transport, LiftTrac is engineered to fit the customer's process rather than forcing the process to fit the equipment.

"Since joining ENSER, LiftTrac has supported customers across a growing range of industries with custom configurations designed around unique manufacturing applications," said Domenic Arnone, Business Development, Northeast Region. "Our ability to combine engineering expertise with customizable material handling solutions allows us to solve challenges that standard equipment simply can't."

BUILDING FOR THE FUTURE

ENSER's investment during the first year also laid the foundation for continued growth.

The engineering team completed full drawing packages across the LiftTrac product line, creating a standardized manufacturing foundation that supports future product development and long-term scalability. The company also introduced the new LT-450 model and is actively engineering additional products that will further expand LiftTrac's capabilities.

Every new attachment, customization, and engineered solution adds to a growing catalog designed to help manufacturers solve increasingly complex material handling challenges.

THE NEXT GENERATION OF LIFTTRAC

One year after joining the ENSER family, LiftTrac has become more than a trusted material handling product line.

It has evolved into an engineering-driven solution backed by nearly 80 years of manufacturing and product development experience. By combining proven lifting technology with customized engineering, interchangeable attachments, and application-specific solutions, ENSER is helping manufacturers create safer, more efficient, and more productive operations.

The first year established the foundation.

The next generation of LiftTrac is already taking shape.

Marco Arnone

ENSER Corporation

+1 856-829-5522

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/925759857>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.