LiftTrac Recognized as 2026 'MADE in NJ' Innovator of the Year Finalist

Statewide recognition marks continued growth and investment in New Jersey manufacturing.



LiftTrac recognized as a 2026 'MADE in NJ' Innovator of the Year finalist at NJMEP Manufacturing Day.

CINNAMINSON, NJ, UNITED STATES, October 8, 2026 /EINPresswire.com/ -- LiftTrac, an ENSER Corporation product, was recognized as one of five finalists for the 2026 'MADE in NJ' Manufacturing Day Innovator of the Year Award, presented by the New Jersey Manufacturing Extension Program (NJMEP).

The recognition marks an important milestone for LiftTrac following its acquisition by ENSER Corporation in July 2025 and the transition of its manufacturing operations from Arizona to New Jersey.

LiftTrac was selected as a finalist for Innovator of the Year alongside Magna-Power Electronics, Switlik Survival Products, Triad RF Systems, and Unionwear. The finalists were recognized during NJMEP's 14th Annual 'MADE in NJ' Manufacturing Day on October 2 at iPlay America in Freehold, New Jersey.

The event brought together more than 1,000 manufacturers, industry leaders, and partners from across the state and marked NJMEP's 30th anniversary of supporting New Jersey manufacturing.

Since becoming an ENSER product, LiftTrac has continued to build on its established material handling platform by combining configurable lifting equipment with ENSER's engineering and manufacturing capabilities. This allows LiftTrac to support application-specific solutions for lifting, positioning and moving materials in industrial environments.

LiftTrac equipment is designed around the application rather than a one-size-fits-all approach. Its modular platform can be configured with different capacities, lift heights, base styles and attachments, while ENSER's engineering capabilities allow equipment to be further customized around a customer's load, process, workspace and operating requirements.

This approach helps manufacturers address challenges involving ergonomics, repetitive lifting, material movement, workplace safety and productivity while adapting equipment to the realities of their production environments.



ENSER representatives Domenic Arnone, Business Development, Northeast Region; Marco Arnone, President; and Brooke Conaway Hughes, Marketing Coordinator.

"Being named a finalist for the 2026 NJMEP 'MADE in NJ' Manufacturing Day Innovator of the Year Award is a tremendous honor. Since LiftTrac joined ENSER Corporation last year, our goal has been to fuse our versatile material handling platform with ENSER's deep engineering capabilities," said Marco Arnone, President of ENSER Corporation.

> This recognition proves that together, we are helping manufacturers solve their toughest lifting and positioning challenges."
>
> *Marco Arnone, President of ENSER Corporation*

Beyond the awards program, Manufacturing Day addressed many of the challenges and opportunities currently shaping the industry. Four breakout sessions explored scaling manufacturing operations, workforce development and the next generation of talent, financing capital equipment and expansion, and the practical implementation of AI and automation in manufacturing.

Topics ranged from robotics and custom AI solutions to workforce needs, quality demands, financing options, and strategies for sustainable manufacturing growth. LiftTrac and ENSER representatives participated in sessions throughout the day and connected with manufacturers, industry leaders, and partners from across New Jersey.

Switlik Survival Products was named the 2026 Innovator of the Year during the awards presentation. LiftTrac congratulates Switlik, the other Innovator of the Year finalists, and the manufacturers recognized throughout this year's event.

Being selected as a finalist reinforces LiftTrac's growing presence within New Jersey manufacturing and its continued development as part of ENSER Corporation, with a focus on engineered material handling solutions that address real-world manufacturing challenges.

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Manufacturers and industry partners connect in the exhibitor hall during NJMEP's 2026 Manufacturing Day.

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