PROFESSIONAL LIFTING EQUIPMENT

WHEN SAFETY DEPENDS ON PERFORMANCE!

ABOUT OUR COMPANY

Sustainability by Intent

Norco Industries was created as a small business in 1964. Today we stand as a testament to American manufacturing prowess, equipped with state-of-the-art technology, a skilled workforce, and a management team that values sustainable growth. We understand the evolving demands of the Automotive/Heavy Duty Truck markets and strive to create solutions that address these needs. By leveraging our extensive capabilities, we aim to drive our products towards higher standards, pushing the boundaries of innovation, while maintaining a keen focus on environmental sustainability and social responsibility.

Exceptional Customer Service

Within all of our teams; executive-level management, manufacturing, sales support, or customer service, you will find centuries of longevity within the company. That longevity is a testament to the corporate values held here at NORCO. All of that knowledge base is available to you anytime you want to pick up the phone. Our legendary customer service awaits your call and we look forward to serving you.

Quality Assurance

Our goal...our commitment to you...is for you to be able to take any NORCO product out of the box and have it work SAFELY, right out of the box. Based on our warranty statistics, we are doing things right. “When Safety Depends on Performance” isn’t just some tagline. It’s our core belief. We identify repair shop needs and our engineers creatively design products to meet those needs. We build prototypes and test them extensively. Once we are satisfied, we build preproduction prototypes and test them again to meet the current ASME PASE standards. After the products are approved for sale to the marketplace, we test them again before we put them on the shelf. We believe in each and every one of our products. It’s a costly and painstaking process. But when you sell them, we don’t want you won’t see them again!

American Engineering and Manufacturing

ASSEMBLED IN U.S.A.

It is our intent to make many products in the USA. The number of USA products continues to grow. While we make some products that are 100% “Made in the USA”, many of our products are “Assembled in the USA”. We don’t want to mislead the public, so we have come up with a single logo that will cover all of our products that have significant USA content. When you see our “Assembled in the USA” logo next to a NORCO product, you can be assured that the product was “substantially transformed in the United States, the product’s principal assembly takes place in the United States, and United States assembly operations are substantial” as required by the FTC.

“When Safety Depends on Performance” isn’t just some tagline. It’s the foundation of our business. When one of our most valued customers was asked why he chose NORCO for his shop equipment needs, he said, “We buy your products because the safety of our technicians depends on the performance of your products. We can count on you.” Our equipment has earned that confidence because we use the latest ASME PASE safety standards for our design qualification testing. The ASME PASE standard applies to the design, testing, operation, maintenance, and inspection of portable automotive service equipment. Tirelessly working to meet those standards ensures our customers that our products are safe for the user and perform up to or beyond their expectations. Thank you for the opportunity to offer you the best shop equipment on the market.

INTEGRITY • INNOVATION • PERFORMANCE • QUALITY • SERVICE
1964
PROFESSIONAL LIFTING EQUIPMENT
Over 60 YEARS

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