

HYDROHOIST MARINE GROUP

HydroHoist Marine Group in Claremore began more than five decades ago with a need to lift and store a boat out of the water on Oklahoma's Grand Lake. Founder Henry Rutter was inspired to create a mechanism that consisted of inverted fiberglass tubs placed beneath the hull and filled with air to lift the boat.

Rutter called his invention the HydroHoist. He was awarded the first patent for a hydro-pneumatic boat lift in 1964.

The company Rutter founded never stopped innovating.

HydroHoist Marine Group has since become the world's premier boat lift manufacturer and operates three divisions that continue to expand its reach. HydroHoist owns five patents relating to boat lift technology and electric power pedestals.

HydroHoist boat lifts have evolved into a sophisticated method of total boat care that is used worldwide.

The company's HyPower division provides a line of easy-to-maintain power pedestals suited for marina and RV applications.

And its RotoMoldUSA operation provides superior plastic rotomolding services for both HydroHoist and for several Fortune 100 companies ranging from pharmaceutical to transportation to agriculture.

Today, HydroHoist Marine Group is led by CEO Mick Webber, who leads a sophisticated manufacturing and sales operation.

"I'm so proud we are an ISO certified company at all three of our facilities," Webber said. "No other boat lift or power panel companies are ISO certified companies."

A Claremore native, Webber began working for HydroHoist during the summers as a high school student. He was then hired as sales representative and progressed through sales, marketing, then to chief operating officer and eventually became president and CEO.

Webber also took an ownership stake in the company in 2006, and in May of this year completed purchase of the business.

HydroHoist employs 75 people in Oklahoma and at five regional offices in Texas, Tennessee, Missouri and California. Two mechanical engineers drive its R&D.

"We really listen to our customers, we listen to our dealer accounts and we listen to our regional managers," Webber said. "They really direct the product needs for the future."

Through an \$80,000 matching Oklahoma Applied Research Support (OARS) grant, OCAST is facilitating development of innovative recyclable polyethylene trays that expands the company's reach into the agriculture industry. The trays are designed to replace wooden trays currently used by the mushroom growing industry.



“We were not aware of the program until OCAST made us aware of it,” Webber said. “It was a lot of work to win the grant, but OCAST encouraged us through the process.”

HydroHoist also participates in OCAST’s Intern Partnerships and currently employs a student from the University of Tulsa through the cost-sharing program.

Innovation keeps happening at HydroHoist. In-ground storm shelters, a product to reduce wind drag and reduce fuel consumption on semi-trucks, sturdy pallets for the pharmaceutical industry and an improved free-floating port for personal watercraft. Three major product releases are planned for 2016.

“We want to innovate, and we want to lead and dominate the market,” Webber said.

[See the story in the 11-17-15 Oklahoman](#)

[Go to the HydroHoist website](#)