

working at height

MAGNI LEAD THE WAY FOR WORKING AT HEIGHT

For a new company Magni srl are at the forefront of design and technology for telescopic handlers and have taken working at height to literally "new heights".

The company makes Heavy Capacity telehandlers up to 45 tonnes and some high lift rigid chassis telehandlers up to 24m which far exceeds any other machine on the market. However, the core of their business is rotating telescopic handlers and, in this field, they have surpassed all other brands with their product line up.

When Magni launched the 35m lift RTH 5.35 S three years ago it became the company that produced the highest lifting telehandler in the world; however since then it has launched the 39m, RTH 5.39 S and last year the 46m RTH 6.46 SH. The 35 and 39m machines are now also upgraded to 6 tonne capacity.

The growth of the Magni is very impressive. From a standing start the company has now



produced over 2000 machines in a very short period.

Alex White, Director of Magni UK, explains how this growth has happened. "When Magni entered the market, it was with three models at the Bauma show in 2013. Riccardo Magni, a pioneer in rotating telehandler design, realised that the process of telehandler design was a slow one that led to very few models entering the market. So, the first thing was to improve this process with extensive use of

CAD design. This allowed the company to reduce the normal 3-year design process to one of less than 6 months from design to production.

"Due to this we have gone from three models five years ago to now having eight models of heavy capacity telehandlers, 14 models of rotating telehandlers (we hold the record for the highest reach for the 46m RTH 6.46 SH and the biggest capacity with the 8 tonne RTH 8.25 SH) and two models of fixed chassis. No other manufacturer of telehandlers has been able to grow its range at such a fast pace."

He added: "The reason that we can expand so quickly is mostly down to philosophy. We start with the Magni cab which is fitted to every Magni machine and has exactly the same layout in every model. Every machine has a pressurized cab with air conditioning and 100% cab filtration. Then we try and use the same components across the range so machines share valve banks, pumps, controllers, electronic cards etc.

DRIVEN BY DEMAND

So, what has led the company to produce such high reaching machines? Alex White explains:

"Predominantly this growth has been driven by demand in the US. They requested machines that would be an alternative to the crawler cranes that were being used. You will not see many tower cranes in some states in the US as opposed to Europe and this is because not only do you own the land that a building is built on but you also own the air above it and so someone cannot just swing their jib over that land. The Magni has been very successful as it can be lowered and derigged very quickly at the end of the working day which is again a requirement in some states.

"The demand for high reaching machines for working at height is not just from the US. The machines are proving just as successful this side of the Atlantic. Magni are currently the only manufacturer to offer machines above 32m lift which has left their competition playing catch up. "Rental companies running the Magni high lift machines in the UK report of excellent utilisation for the 30m plus models and a growing demand in this sector. It's easy to see why as the Magni high lift rotating telehandlers are being used as alternatives to cranes due to their excellent capacities at height with fast deployment and the added advantage of being able to change the attachments.

"Looking at the lifting capabilities, the Magni 35 m machine performs similar to a 30t crane and the 46m to a 40t crane but with much smaller footprints, lighter weight and rough terrain ability. A good example of this is where a Magni RTH 5.35 S replaced a crane that was erecting pylons as the Magni could be driven between lifting points without getting stuck on the uneven ground and it didn't need such a heavy-duty lifting pad to be built. The Magni is equipped with automatic chassis levelling and is able to be used on large inclines which again helped in this application.

"Magni rotating telehandlers are the swiss army knife of the construction world. Although by definition they are a telehandler they fall into many categories as they become different things depending on what is fitted to the front of them. When a Magni is fitted with forks it is a telehandler but when it is fitted with a winch it becomes a crane so complies to EN 13000 and similarly when it is fitted with basket it complies to EN 280 access regulations. It is this versatility that sets the machine apart from a site crane.

"The machines are designed to rig and derig at very fast speeds so they are often moved from one part of the site to another and from one attachment to another.

"Due to the flexibility of the Magni it is in some circumstances it is able to replace other machines on site. For instance, when using the work platform on the Magni it gives the operator a greater working envelope when compared to a traditional access machine. These machines are

usually limited to between 250kg and 350kg capacity where as the standard Magni work platform is 500kg but the machine is also available with a 1000kg platform and has the option of many sizes from 4m to 6.5m width. This means three people can take a large number of tools and materials and have a large working area to function in."

Magni have also looked at special work platforms for customers. They designed a work platform that can take over 1300kg and hold up to 15 people that has been supplied with a large number of Magni rotating telehandlers to the fire service.

They have also designed a specific work platform for use in the asbestos industry that allows two people to go to height and remove asbestos material with minimal handling. This basket also works well for the replacement of cladding, something that is very relevant at the moment.

So, what is next for Magni? Have they reached the limit of telehandler design? "Of course not," says Alex White. "We have many other projects that we are working on and we are certainly not stopping at 46m reach or 8 tonne capacity. We already make a twin energy machine that allows all lifting operations to be carried out with zero emission and very little noise. This is definitely something that will be expanded on in the future.

"We are also working on different types of attachments such as glass manipulators that will allow us to expand further our offerings for safe working at height."

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"One of the main investments made by Magni is in software. Both the software needed to design the machine and the software that runs it. We own a majority share in the software company that we use for our safety systems and we now make our own load moment indicators and electronic hardware which means, we can make changes quickly to respond to customer requirements. This gives us a very can-do attitude and makes us very good at solution providing. We have designed many new attachments for customer requirements and they have been highly impressed by how we can react to their needs."

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PAT O'DONNELL & CO APPOINTED IRELAND'S FIRST DEALER FOR MAGNI TELESCOPIC HANDLERS SRL

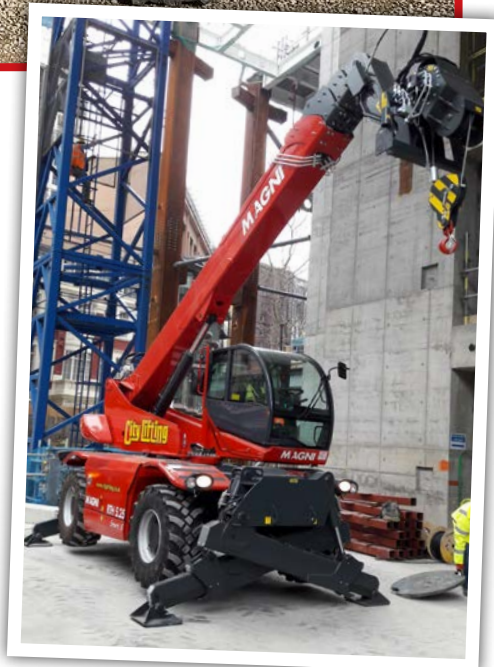


Pat O'Donnell, Managing Director, Pat O'Donnell & Co, shaking hands with Riccardo Magni, President of Magni Telescopic Handlers SRL after signing new dealership agreement.

Pat O'Donnell & Co. have signed a new dealership and service agreement with Magni Telescopic Handlers SRL earlier this year and since then both teams of Service Technicians and Sales personnel have undertaken extensive training with Magni Telescopic Handlers SRL.

Pat O'Donnell, Managing Director, commented, "We are always listening to customers and researching products to bring to the Irish market. We became aware of a need in the market for a high quality rotational and heavy lift telescopic handler and having studied the products available we felt that Magni offer the best quality range internationally. "Following a trip to Italy where we met the family behind the brand and visited the factory we were delighted to be appointed Irish dealers for Magni Telescopic Handlers SRL." The Magni range of rotating and heavy lift telescopic handlers was first introduced at the Bauma show in 2013. At the time there were just a couple of models but since then the range has grown at a significant rate. Magni now have 14 models in its rotational range, 8 models in its heavy lift range and a 20 and 24m rigid chassis telescopic handler.

To put that in perspective, Magni, in five years have created a range of rotating telescopic handlers that matches rivals that took 20+ years to develop. Not only are they arguably one of the fastest growing brands in the Construction industry right now but they are also one of the first new construction manufacturing companies to be formed in Europe in the last 20 years. Magni Telescopic Handlers are working across a number of different industries including Agriculture, Mining, Construction, Marinas and Port Handling; everywhere these products go inroads are quickly developed due to the strength and design of the products. Pat O'Donnell added, "We are almost 49 years in business and our success and longevity has always been based on forging long-lasting partnerships with manufacturers and customers. Our branch network and our commitment to after-sales care is the perfect way to bring quality products to the Irish market and by ensuring that we are always on hand after purchase customers come back not only for the great product ranges we offer but also with confidence that we



are here to protect any investment with excellent parts and service back-up. "We have spent the past number of months ensuring that our team are market ready to introduce and offer service support to Magni Telescopic Handlers and we are confident that we will have a long partnership with this fantastic company."