

MAGNIFICATION

Nick Johnson reports from the recent open day at Magni UK where details were revealed of a yet higher rotating telehandler and a big new factory in Italy.

Since the Magni brand was launched in 2013 it has become a very prominent player in the market for rotating telehandlers (especially high lift models) and high capacity fixed superstructure telehandlers. And the driving force of the business, its President Riccardo Magni, is busy introducing new models and getting a large new factory commissioned.

Whilst Magni Telescopic Handlers srl is only seven years old, the Magni family in Italy has been involved in designing and building telescopic handlers since 1980 when their business was called Fargh SpA. That company got sold to Manitou and Riccardo Magni worked with the new owners until 2009. Four years later he was back with a completely new range of red telehandlers and the Magni marque started to rise up – quite literally!



Magni UK Sales & Operations Director Alex White (left) with Magni President Riccardo Magni.

By 2015 Magni had introduced the world's highest rotating telehandler – the 35.0m RTH5.35 which was launched at the Intermat exhibition that year in Paris. Subsequently the company's flagship (and the world's highest) rotary telehandlers keep going up with the introductions of the 39.0m RTH5.39S at Bauma 2016 and the 46.0m RTH6.46SH at Conexpo 2017. Now at Conexpo in March this year Magni and the world record is going even higher.

Speaking during a recent open day at the Holton Heath, Dorset HQ of subsidiary company Magni Telescopic Handlers UK, Riccardo Magni revealed that the newcomer is the RTH6.51. As its designation indicates, this machine will have a maximum capacity of 6.0 tonnes and will achieve a maximum lift height with forks of 51.0m. The use of an extended access platform attachment will



The new Volvo engine RTHG-30SH with forks alongside a RTHG.35S with winch and hook at the Magni UK Open Day.

provide people in the basket with a greater working height of some 65.0m.

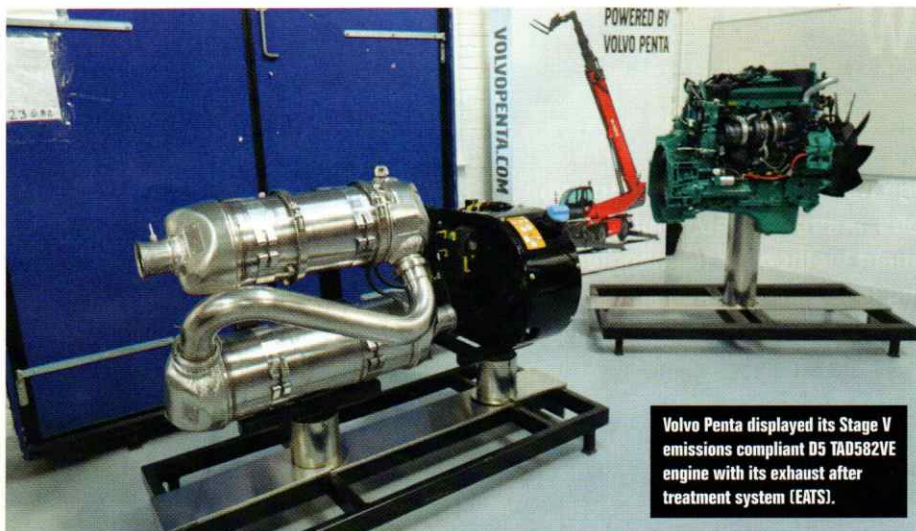
The RTH6.51 has a new design of telescopic boom utilising high strength SSAB Domex 1100 steel and Hardox 400 steel. And power for this machine will be provided by a Stage V emissions compliant Volvo Penta diesel engine (which will become the standard power source for Magni models from the RTH7.26 upwards).

Volvo Power

At the Magni UK open day there was a new Volvo Penta engine RT6.30SH on show outside and a display of the 5-litre D5 TAD582VE four-cylinder engine with its exhaust after treatment system (EATS) inside the showroom. The EATS includes a Diesel Oxidation Catalyst (DOC) a Diesel Particulate Filter (DPF), Selective Catalytic Reduction (SCR) and an Ammonia Slip Catalyst (ASC).

Many of the machines on display were fitted with a winch and hook. Riccardo Magni reports that 95 per cent of Magni rotary telehandlers are now sold with this attachment.

Interestingly, a rotary RTH6.35SH telehandler with a winch and hook at the Open Day was fitted with the Halo Zone safety system from Western-Super-Mare based FHOSS. This system uses seven LED lights to create a red line on the ground all around the machine to clearly identify an exclusion zone for site workers.



Volvo Penta displayed its Stage V emissions compliant D5 TAD582VE engine with its exhaust after treatment system (EATS).

FHOSS is the Greek word for light and the latest addition to the company's Halo system is a hook path indicator. Two powerful LED lights on the telehandlers boom head shine straight down to provide a red spot on the ground under the hook. This helps the telehandler operator see that the hook is precisely above a load to be picked up, and it also warns site workers to stay away from the path of the hook.

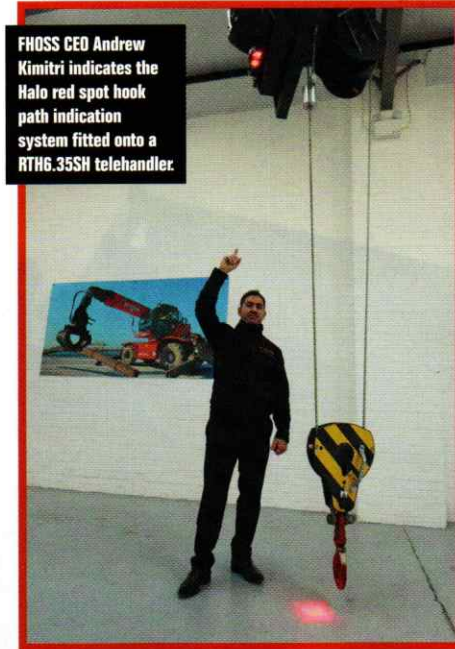
The RTH6.35SH was also fitted with a FHOSS Illuminated sign on its rear counterweight. This carried the Magni name in the middle, and warning chevrons on either side, which flashed to provide a visual warning of machine operation. These electrically powered signs can be made to any size and an increasing number of hire companies are buying them to give their name more prominence on the back of machines such as telehandlers and excavators.

Kranlyft Appointment

Alex White, the Sales & Operations Director of Magni UK reports that sales of the Magni rotary telehandlers in the UK are increasing with the 25.0m, 35.0m, 39.0m and 46.0m sizes proving popular last year. Sales should now get a boost through the appointment in November last year of Kranlyft UK as the Magni dealer for the South of England. Kranlyft is now selling Magnis alongside its established lines of Maeda mini cranes and Klaas aluminium boom truck cranes.



A rotary RTH6.35SH telehandler was fitted with the red line FHOSS Halo Zone safety system and flashing rear warning sign.



FHOSS CEO Andrew Kimitri indicates the Halo red spot hook path indication system fitted onto a RTH6.35SH telehandler.

As well as rotary telehandlers and heavy lift fixed superstructure telehandlers, Magni is now also adding construction sized fixed superstructure telehandlers. It launched the fixed frame TH6.20 (6.0 tonne maximum capacity and 20.0m maximum lift height) at Bauma in 2016 and smaller models are on the way.

At the Magni UK Open Day, Riccardo Magni revealed that the new TH fixed superstructure telehandler models will be 5.5 tonne maximum capacity machines with maximum lift heights of 15.0m and 19.0m. They will have Deutz Stage V emissions compliant engines and Bosch Rexroth hydrostatic transmissions.

As well as expanding the product line,

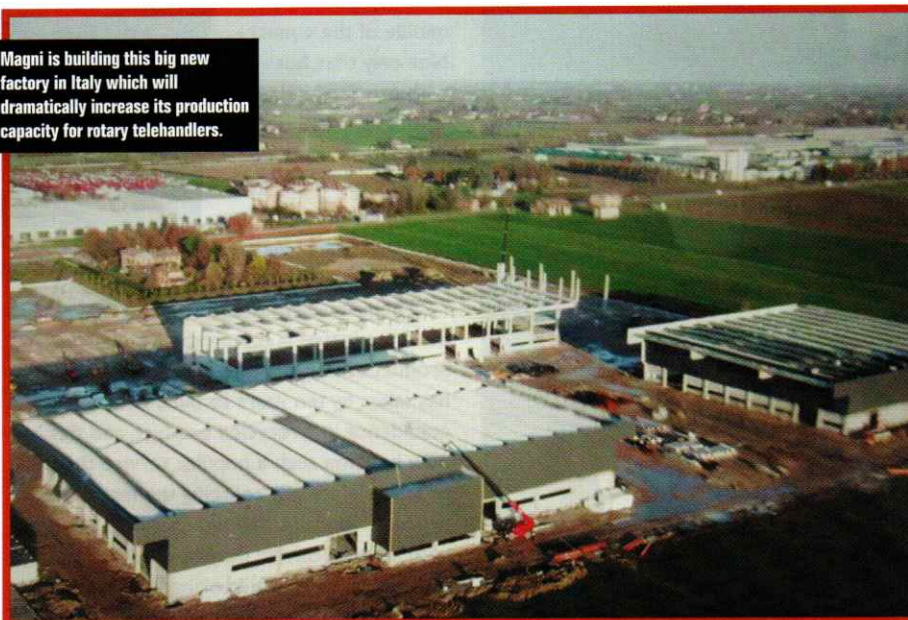
Magni is soon to open a big new factory near to its existing facility at Castelfranco Emilia in Modena, Italy. Situated on 200,000m² of land, the factory buildings will provide 36,000m² of new production and office space including a 18,000m² main assembly building with the capability to make 40 rotating telehandlers a day.

Riccardo Magni says that the new fabrication, machining and painting / surface preparation buildings will be operated by subcontractors working directly for Magni. So the new complex will be much more than the current assembly operation.

The extra capacity will mean that Magni can make over 3,500 rotary machines a year. Fixed super structure TH telehandler production should also increase, as these machines will be made in the existing factory. Riccardo Magni is clearly proud of his young a dynamic company. In just seven years the workforce has grown to 250 employees (with an average age of 29) and annual machine production has risen from zero to 1,084 last year.

He contends that Magni has "a unique product" and says, "there is a demand from the bigger rental companies for what we offer. Above a certain size of handler, we have no competitors. In fact, we're competing against ourselves."

Magni is building this big new factory in Italy which will dramatically increase its production capacity for rotary telehandlers.



i For further more information on Magni telehandlers
GO TO [WWW.RDR.LINK / CN017](http://WWW.RDR.LINK/CN017)

i For further more information on the FHOSS Halo system
GO TO [WWW.RDR.LINK / CN018](http://WWW.RDR.LINK/CN018)