

## Magni Telescopic Handlers UK Ltd appoints new Southern Dealer

Magni Telescopic Handlers UK Ltd (Magni UK) are pleased to announce the appointment of Kranlyft UK as the Magni dealer for the South of England. The appointment of Kranlyft UK follows the appointment in April 2019 of AB Kranlyft as the exclusive distributor for Magni products in Sweden.

Founded in 1963 the Kranlyft Group, have always been at the forefront of development in the lifting industry with a focus on new technologies and innovation to improve safety on site and cost efficiencies which are values shared with both companies.

The company have a long successful story with many notable milestones. In 1969 Kranlyft Group, introduced Kato hydraulic cranes to the European market and were the pioneers of the mini crane market signing an agreement in 1999 with Maeda mini cranes, a company, that are now market leaders. They also pushed the concept of the truck mounted crane and are importers for the German manufacturer Klaas GmbH.

The appointment of Kranlyft UK represents another major step forward in the development of Magni in the UK. Magni agreed the new partnership during a recent visit by Kranlyft group to Magni's headquarters in Modena, Italy. Pictured below is Riccardo Magni (President of Magni Srl) and Jurgen Vater (CEO of Kranlyft Group).



Kranlyft UK operate out of a modern facility in Avonmouth. As well as being the Maeda and Klaas GmbH importer for the UK they also, hold a large stock of parts for Kato cranes. Kranlyft UK will look after a defined Magni territory for sales, parts and service to increase the penetration of Magni products and to support the already significant Magni machine park.

When asked about the partnership between Magni and Kranlyft UK Jurgen Vater, CEO of Kranlyft group said, “We have worked with Magni in Sweden since April of this year and during this short period we have been impressed by their enthusiasm, attention to detail and high expertise. The Magni group have made a massive impact in their field achieving growth that has surpassed all expectations. They have a range of products that reaches sectors of the market that that others can’t and it has left their competitors playing serious catch up. Their innovative products complement our existing range and thus seamlessly reinforce our slogan ‘Innovative lifting solutions since 1963’. Magni is a competent partner with their powerful range of machines and good service combined with a strong team that is shaped by professional pride.



With their significant knowledge and experience in the lifting industry Kranlyft UK are in an ideal position to capitalise on the growing demand for Magni products. Kranlyft have a large customer portfolio that are ideal candidates for the Magni range of machines and there has been a good response from companies that already been approached. The Magni products really compliment the machines they are currently selling and the Kranlyft group have a good understanding of the technical challenges that come with this type of sale.

Alex White who runs the UK Operation for Magni commented “this is another very exciting appointment for Magni. When looking for a dealer to represent the brand we had a clear vision for what was required. The key thing for us was the aftersales, to make sure that we provide the best solution for our customers. It was clear from our initial meetings with Kranlyft that aftersales are how they have grown their business as they have an impressive level of technical knowledge and a large holding of spare parts.

Another key point for us is that there is no conflict of interest in terms of other competitive brands within the group and it was also important that the Kranlyft group were not running a rental fleet in the UK market so as not to step on our customers toes. Kranlyft have been involved in the lifting industry for a number of years and have become key solution providers. Their location at the docks in Avonmouth means they are connected to the main arterial routes into London, the Midlands and the South West so can provide excellent coverage for Magni in these areas”.

Working with Magni, Kranlyft plan to intensively promote the brand in the whole of the Southern Counties and have big plans ahead for current and future Magni products. Jurgen Vater states that “Magni’s core values very much reflect those of the Kranlyft group which is why we have been able to achieve success in Sweden and look forward to repeating this success in the UK”.