



# MAGNI TH: “OUR CUSTOMERS ARE AT THE HEART OF OUR BRAND”

This month, Editor Hannah Bounford sits down with Alex White, Sales and Operations Director of Magni Telehandlers UK Ltd to learn more about the company.



**IT** has been four years since Italian manufacturer Magni Telescopic Handlers established their English branch in Poole, Dorset. Since then, Sales and Operations Director Alex White has been at the helm of the company, overseeing the presence of the brand and managing sales and services in the UK. Those few short years have seen a few potential stumbling blocks for the branch, namely Brexit and the Covid-19 pandemic. Yet, when speaking with him, it appears that Alex and by extension, the Magni Group as a whole, have navigated these obstacles with agility to cement themselves as a global operator favourite.

## **MAGNI FIRST LAUNCHED THEIR OWN RANGE OF MACHINERY TO THE PUBLIC IN APRIL 2013 AT BAUMA**

Riccardo Magni set up the first Magni Telescopic Handlers factory only ten years ago in 2012. Born out of a joint venture with Manitou Group, Magni first launched their own range of machinery to the public in April 2013 at Bauma. This initial range consisted of two models: one RTH Rotational telehandler and one HTH heavy capacity telehandler. Following this, Magni Telescopic Handlers were distributed within the UK by materials handling specialists Forkway Group until 2017. The following year, the company decided to set up a direct establishment in the UK, bringing in Alex to spearhead the UK operation.

Alex indicates that the rapid success of Magni both in the UK and globally is “down to a few core values” that weave through the operations of the company. The most prominent →



→ of these is the company's use of technology, which Magni have invested heavily in, from the manufacturing process to product diagnostics on site. The upshot of this, Alex explains, is that "in essence, we can develop a product from white paper to production line in as little as six months". He continues, "We're more akin to an F1 factory than a construction machinery factory, as everything is designed and tested electronically". Furthermore, each machine produced by Magni is full production specifications straight off the production line. Alex concedes that this was a gamble, but that it set Magni up for growth.

Another factor acting as the catalyst for Magni's swift growth is an intuitive product design process. "The company is clever about its products" Alex says, "There's a commonality between the machines.

We wanted each machine to feel the same whether you're in a

35-meter or 51-meter telehandler. The design is at the same high level."

Alex continues, "Not much has changed within the cab since we first launched the range. We introduced a single display screen into the cab and, apart from becoming larger and a higher resolution, the idea behind it has remained the same. That was to remove the dashboard, allowing for a floor-to-ceiling windscreen. It also means that where in other machines you might have 50 switches; our cabs have five."

Alongside Magni's Combi-Touch System display screen, the technology used by Magni allowed them to decrease the number of wires used →



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→in the machine, in turn streamlining maintenance and diagnostics for end users.

**“WHERE OTHER COMPANIES HAVE FILLED THEIR ORDER BOOKS INTO NEXT YEAR, WE HAVE THE CAPACITY TO DELIVER MACHINES THIS YEAR.”**

Another core value that weaves throughout the company, working hand in hand with Magni’s investment in technology, is the customer-centric approach to both new machine sales and aftersales care. Alex says, “We noticed that a lot of machine downtime is due to operator error, either because of a

lack of training, or lack of feedback from the machine itself.” To remedy this, the intuitive screen display has

the capability to display over 100 error messages and 100’s of alarm diagnostic codes. On top of this, UK or Italy based engineers can view each machine’s systems to see exactly what an operator’s problem might be. As Alex puts it, “All manufacturers focus on producing sophisticated and safe machines, but ours take the guesswork out. It also means the only thing an engineer requires to calibrate the machine is a spirit level.”

Despite the possible problems posed by Brexit and the Covid-19 Pandemic, Magni have taken measures to establish themselves as an operator favourite. Alex told me, “When things slowed down for everyone a couple of years ago, Magni took a gamble and increased its order of components. The gamble has really paid off. Where other companies have filled their order books into next year, we have the capacity to deliver machines this year.”

Magni’s standing as an industry favourite is evidenced in their most recent accolade. In March 2022, the RTH 6.5I was awarded the Innovative Product Award Silver Award from American publication Rental Equipment Register. At the time, Filippo Lavelli, CEO of US

operations for Magni commented: “We have been able to show to the market, to the end user, and potential dealer what this machine can do compared to the conventional telehandler. So, the reaction from the market has been amazingly good. They start appreciating the versatility of the machine, and, with all the attachments, what they can do with one unique machine.”

Alex echoed Filippo’s comments, adding: “The RTH 6.5I has been incredibly successful in the states. Mainly because it takes up less space than a traditional crane. In some states, as well as owning property, people can own air rights to the space above properties which can cause complications. Using a ROTO as opposed to a crane means that you’re not invading other people’s property when you work.”

Plant Planet visited the Magni Telescopic Handlers UK headquarters

in February 2021 to see the RTH 6.5I, which is the world’s highest lifting telehandler, up close and in person. The ROTO telehandler has a maximum lifting capacity of 6 tonnes, an impressive maximum lifting height of 51 meters, and a maximum reach of 34.5 meters. The lifting height of the machine has earned it another accolade: Magni are the world record holder for highest rotating telescopic handler in the world!

At the heart of this world record holding, award winning company, is an undisputed customer-centric approach. Magni is, at the end of the day, a family owned and operated business. Despite the rapid growth of the nine-year-old company,

Magni aims to maintain the ethos to build machinery to the highest quality, ensuring that customers are at the heart of the brand. As for what’s next for Magni Telescopic Handlers UK, Alex reveals: “The group is always working. In the UK, our intention is to expand and grow with new partners, building a UK dealer network. Of course, Covid has slowed our plans but we’re never sitting still. You can expect to see new products launched at Bauma 2022; we’ll be expanding across all our product ranges.”

**“YOU CAN EXPECT TO SEE NEW PRODUCTS LAUNCHED AT BAUMA 2022; WE’LL BE EXPANDING ACROSS ALL OUR PRODUCT RANGES.”**

To see the full line up of the Magni Telescopic Handlers range, visit: <https://www.magnith.com/> ■

