



Kranlyft Group expands through acquisition and new contract

From the 5th of April 2019, Kranlyft Group will be the exclusive dealer of Magni Telescopic Handlers' products for the Swedish market. In connection with the new distribution agreement, they acquire the former general agent Vänermaskin AB. All sales and marketing activities for new models and aftermarket with service are henceforth managed by Kranlyft Group.

The distribution contract has been agreed and signed by Magni Telescopic Handlers' chief executive officer Ricardo Magni and Kranlyft Group's CEO Jurgen Vater. The acquisition has been agreed and signed by Vänermaskin AB's owner Gustav Knutsson and Kranlyft Group's CEO Jurgen Vater.

"Magni is an ideal partner for us at Kranlyft Group and we are convinced that their range will be a welcome addition to our portfolio. By initiating a long-term partnership with Magni, we are given the opportunity to offer another segment of extremely productive machines while staying true to our core values. 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." says Jurgen Vater, CEO of Kranlyft Group.

The Italian manufacturer Magni has become known for achieving great success with a leading range of compact machines with good lifting characteristics and working heights. Through innovative thinking, they have developed an appreciated range of telescopic handlers, aerial platforms, scissor lifts, etc. The complete range consists of over 40 models with a lift height of up to 46 meters and a lifting capacity that varies from 0.2 to 50 tons.

"With Magni Telescopic Handlers we have yet another strong brand on board. Their innovative products fit our existing range and market goals perfectly. We aim to strengthen our position as the leading distributor of specialized cranes and continue to respond to the increasing demand from our customers." comments Jonas Gadolin, technical director at Kranlyft Group.

Kranlyft Group acquires and takes over responsibility from the former general agent Vänermaskin AB. The entire workforce and the former owner Gustav Knutsson are following the operations over to Kranlyft Group in connection with the acquisition. With continued representation in Grästorp, where Vänermaskin AB is established, and several service partners throughout the country, Kranlyft Group will expand its presence in Sweden with the head office and workshop in Gothenburg as their mainstay. The expansion is part of Kranlyft Group's strategy to strengthen its market position and improve its offering to customers. In addition to Magni Telescopic Handlers' complete product range, Kranlyft Group's range of machines still includes Maeda mini cranes and Klaas aluminum truck and trailer cranes.

For more information:

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Kranlyft Group has been established as a reliable partner in the lifting industry since the early '60s. For over 40 years the company was a distributor of mobile cranes from Kato before they, since the end of the '90s, have represented mini cranes from the market-leading Maeda. The head office is located in Mölnlycke, Sweden, and the UK subsidiary is located in Bristol. As the main distributor in Europe, Africa, Russia and the Middle East they has a well-established network of over 40 authorized dealers. By working close to the market and providing the best possible sales support both before and after delivery, Kranlyft Group has grown stronger and broadened the range with the focus on sustainability, safety and quality.
