



## **Kranlyft Group announces Eddie Charity as Sales Director and General Manager at Kranlyft UK Ltd.**

*Kranlyft Group is pleased to inform that Eddie Charity will become Sales Director and General Manager of Kranlyft UK Ltd. effective August 1, 2020. Eddie Charity brings over 20 years of experience and knowledge from the sector and will be a strong addition to the team. The appointment will play a key role in supporting the continued growth strategy of Kranlyft UK Ltd.*

Eddie has a long history from the UK and international arena that Kranlyft Group values. With a strong understanding of the markets, he will become an asset in Kranlyft Group's expansion in the UK.

During his career, he has built trust and developed a very wide network of contacts across the industry as a whole. Eddie is an experienced and innovative Director, Sales Manager and General Manager with experience in Hydraulic Attachments, Plant Hire, Screw Piling and Construction Products both in the United Kingdom and Europe.

Eddie has been in the construction industry all of his working life, for 10 years running the UK and European arm of Digga UK, manufacturing and selling Auger Drives and associated parts to dealerships all over Europe. And for the last 4 years he has been working for Plantforce Rentals as National Sales Manager, looking after major projects, key clients and depot management, hiring heavy plant on a national basis. Now back to the international arena, Eddie starts as Sales Director and General Manager of Kranlyft UK Ltd.

Jurgen Vater, CEO of Kranlyft Group comments:

"We are very pleased that Mr. Eddie Charity will be joining our team. And we look forward to working together, expanding further on the strong foundation we have at Kranlyft UK. He brings a thorough understanding of our customers and end-users, great focus on execution and has a growth mindset. From all of us, we wish him a warm welcome."

### **For more information:**

Jurgen Vater, *CEO Kranlyft Group*

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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.

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