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Magni merges US operations

Italian manufacturer Magni Telescopic Handlers is to merge its US entities - Magni America Inc in Edwardsville, Kansas and Magni America LLC in Roselle, New Jersey - into a single business, Magni America LLC. Both the New Jersey and Kansas facilities will be retained, with both locations stocking Magni machines, parts and attachments.



Magni New Jersey

The New Jersey location - just south of Newark, and the airport - was opened by Magni distributor Paramount Equipment in October 2018, and becomes the new US headquarters, while the Kansas facility - which was opened as a direct subsidiary in 2016 on the west side of Kansas City, will operate as a branch. All employees are

expected to remain with the business. Magni also has an import/storage yard in Houston, Texas.



Magni Edwardsville, Kansas

Magni chief executive Filippo Lavelli will be responsible for the Magni US management team, which includes Paramount principal Daniel Blum, sales manager Joe Leinwol, operations & marketing vice president Gary Weisman, service manager Victor Valera, and controller Tara Tryde.

Founder and owner Riccardo Magni said: “Formerly we had two legally separate operations which created confusion in the marketplace with our growing national dealer base and national accounts. By combining the operations into a single company our customers have a single point of contact for improved customer service and support. With two facilities in the US fully stocked, our service and support is the best in the country. With our growing base of close to 1,000 Magni’s in the USA, we are investing heavily in facilities, parts stocking, training, and staffing, including the construction of a new state of the art headquarters in New Jersey.”