







**“IF YOU DREAM IT, YOU CAN DO IT”**

*“Dreams are the driving force behind every great project.  
The moment you combine them with determination and hard work,  
then no dream is ever too big.”*

A handwritten signature in white ink, appearing to read 'Riccardo Magni', positioned to the right of a vertical line.

Riccardo Magni – President & CEO



# MAGNI MILESTONES

**2014**

**Beginning** of a relevant presence in the European markets.

**2016**

**Launch** of the RTH 6.46 SH. The highest rotating telescopic handler in the world, until 2020.

**2018**

**Creation** of the first branch overseas based in United States.

**2013**

**Foundation** of the company by Riccardo Magni with his children Carlo, Eugenio, Carlotta and Chiara.

**Start** of the industrial production in Castelfranco Emilia.

**2015**

**Development** of a telehandlers range with 21 models.

**2017**

**Opening** of new branches in France, Germany and United Kingdom.

## 2019

**Launch** of the RTH 13.26, currently still the strongest rotating telescopic handler on the market.

## 2020

**Breaking** a new record with the RTH 6.51 SH, the current highest rotating telehandler in the world.

## 2021

**Completion** of the new TH range with a total of 8 models.

**Activation** of the production line in the new HQ's plant in Castelfranco Emilia.

## 2022

**Presentation** of the new fixed telehandlers TH 4,5.15/19 and TH 5,5.15/19, both also available in "P" version.

## 2023

**Launch** of the new cabin on the RTH and TH ranges, and increase the total telehandlers models to over 30 products.

## 2024

**Launch** of first compact telehandler, the TH 3.6, and introduction of the agri range.

**Growth** of the overall range up to 45 models.





# COMPANY VALUES

Magni's genuine knowhow is based on an Italian tradition of manual skills and custom-built products. We see these as indispensable values.

## PASSION

Passion is at its best in each and every product in our ranges, thanks to a rigorous selection process. They are the very essence of our personality and help us to create unique, advanced products. They are what make us an ambassador of the Motor Valley.





## **DRIVE**

At Magni, drive means choosing top quality manufacturing partners and selecting staff who are not only qualified in our key functions but specialists in them. Our drive also finds an outlet in our continuous endeavors to create new and advanced models and solutions. All of our R&D takes place internally, and thus its impact on the entire production line is immediate.

## **QUALITY**

Quality is the meeting point between manufacturing and craftsmanship. Magni recognises the importance of a very meticulous and methodic approach especially during the selection of raw materials, to obtain the highest possible quality at every stage of the production.





## **PEOPLE**

Magni's staff are central to every production process at all points within our supply chain. We believe that it is our employees who are behind every great success story. Magni has become what it is today thanks to the people who have believed and who continue to believe in our work.

## **INNOVATION**

We are constantly seeking to innovate ourselves and our products through the most up-to-date technology to deliver outstanding performance. We always tried to reach our goals and develop our full potential, following our company. This is not just a concept, but also a clear idea of our direction and what we want to create.

## **SAFETY**

Safety is our priority, and its importance is reflected in our products' development and production.

It is important that, during the innovation process, safety progresses are made simultaneously with new upgrades and innovations. That is how we design a modern and trustworthy machine. Throughout the entire production process, every step is closely monitored to ensure that safety measures are in place, and everything is done according to guidelines.

A secure work environment is essential and Magni's commitment to it is unwavering.

Our customers and their experiences in a protected environment are crucial to us. The goal is to maintain them safe and secure providing them the best possible performance.





# PRODUCT DEVELOPMENT

Our production and design fix new standards for the lifting markets by creating more performing models in order to respond to our customers needs. We work closely with our key suppliers and partners to ensure the best solutions for our range of products. Our design concept is inspired by the experience of skilled employees, who have helped Magni to achieve a worldwide recognition.



**115 ACTIVE PATENTS**



**COMPANY QUALITY CERTIFICATION**

## MAIN SUPPLIERS

**LIEBHERR**  
Components

**VOLVO**  
**PENTA**

**WE**  
WÜRTH ELEKTRONIK

*Gates*

**Trackunit**

**DANA**

**DEUTZ**

**Rexroth**  
Bosch Group

*Danfoss*

**SSAB**





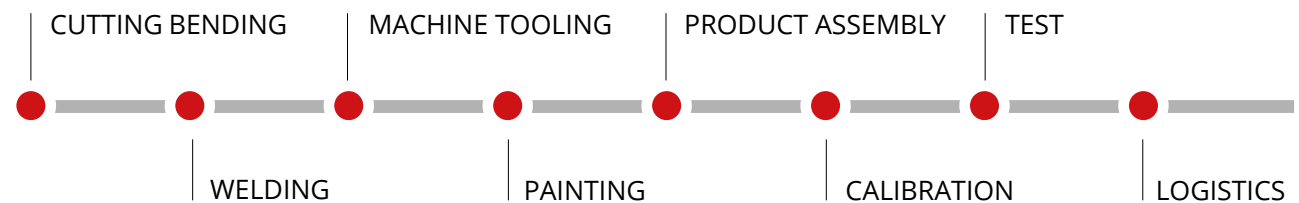


# PRODUCTION FLOW

Excellence is a never ending journey, everyday we work towards becoming more efficient and perfecting our craft. At Magni, we are able to closely monitor this process by completing every core step of production inside our headquarters.

From cutting bending, welding, machine tooling and painting, to product assembly and calibration, and finally to testing before delivery, every single step is executed inside our plant. In this way, we are capable of creating a unique product and ensuring the highest quality.

## A JUST IN TIME APPROACH







# PRODUCT RANGE AND SECTORS

Our wide product range is why we are able to be present in multiple sectors, thanks to our particularly innovative and safe products. Which also allow us to display the best offer on the market for every company and load capacity.

## MODELS



**20** RTH



**17** TH



**9** HTH



**47**  
SCISSOR  
LIFTS



**3**  
MAST  
JIB



**25**  
BOOM  
LIFTS



**8** THA

## SECTORS



CONSTRUCTION



DEFENSE



LOGISTICS



HEAVY  
LOGISTICS



EVENTS  
AND FILM



CHEMICAL



FORESTRY



OIL



MINING



FOOD



AGRICULTURE

# WORLDWIDE NETWORK

Magni has its headquarters in Castelfranco Emilia, where everything started. Throughout the years we have rapidly expanded and nowadays are all over the world. Our presence abroad has allowed us to build a solid dealer network and discover new opportunities, while always remaining loyal to our roots.

**HEADQUARTERS 1**



**BRANCHES 7**



**MARKETS 63**



**DEALERS 201**



Logistic facility  
**MAGNI AMERICA**  
USA

Branch  
**MAGNI AMERICA**  
USA

Representative office  
**MAGNI LATAM**  
CHILE

Branch  
**MAGNI TELESCOPIC HANDLERS UK**  
UNITED KINGDOM

Branch  
**MAGNI TH FRANCE**  
FRANCE

Branch  
**MAGNI BENELUX**  
BELGIUM

Branch  
**MAGNI DEUTSCHLAND**  
GERMANY

Branch  
**MAGNI EASTERN EUROPE**  
POLAND



Representative office  
**MAGNI MIDDLE EAST**  
DUBAI

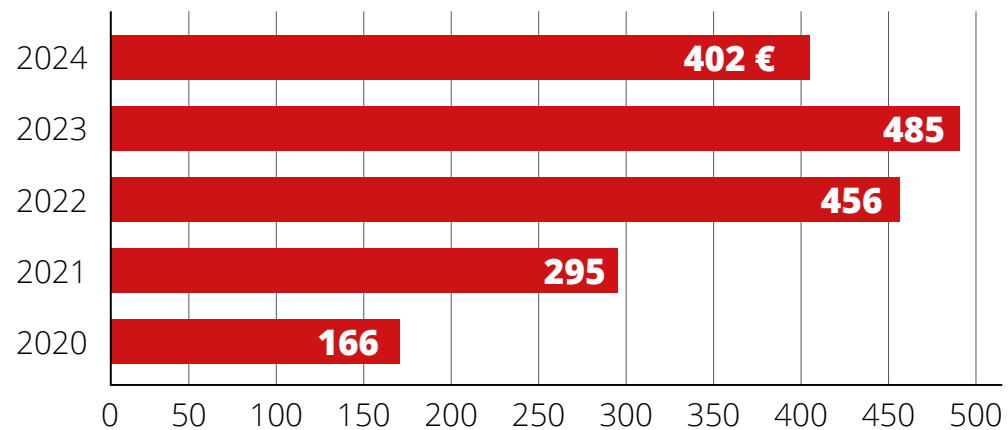
Representative office  
**MAGNI ASIA PACIFIC**  
SINGAPORE

Branch  
**MAGNI SA**  
SOUTH AFRICA

# MARKET TREND 2020-2024

From 2020 to 2023, we have experienced a continuous growth, establishing ourselves. In 2024, the contraction of market conditions affected our results. For 2025, we aim to start growing again through innovation, operational efficiency and new solutions.

**TURNOVER** YEAR TO YEAR (in Mio EUR)



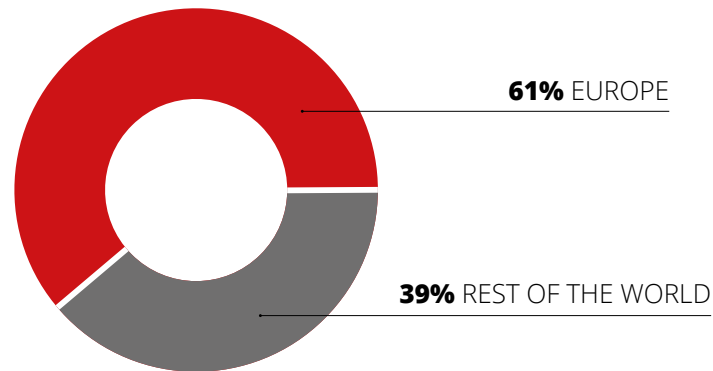


PRODUZIONE

# PRESENCE IN THE MAIN MARKETS

Magni has been forging strong ties with its customers and dealers in order to build a reliable distribution network across the world. Our presence on all continents is proof of our commitment and underlines the prestige of our company Company that exports about 90% of the production thanks to the high quality of our products and the elevated and elevated standard of our.

**2024 SALES**  
DIVIDED INTO  
GEOGRAPHICAL  
AREAS





MAGNI





# PEOPLE

The rise of Magni's employees number has been characterized by a double digit growth. All of our people are crucial for our operations and their presence is what allowed us to become an international company.

The ongoing recruitment in the years of new technicians, engineers, and specialists required to select skilled people and to keep them always updated.

**GROWTH**  
RATE 2020-2024



**146** WHITE COLLARS  
**330** BLUE COLLARS

**EDUCATION &  
TRAINING** HOURS



**+7.500** hours



**36** AVERAGE OF  
**WORKER'S AGE**

The above data refers to staff at the HQ in Castelfranco Emilia on 31st December 2024

A close-up photograph of a blue lifting strap with a purple carabiner hook attached to a dark fabric. The strap has a rectangular cutout near the top. The background is dark and out of focus.

**#LIFTDIFFERENT**



# DIGITAL MARKETING & COMMUNICATION

We achieved important results in 2024, with a significant growth of the interest in our social presence on our social channels and a strong rise in the number of unique users on the corporate website. We have also increased our visibility on the media with the publication of numerous articles, strengthening our position as a reference point in the industry.



**+180K**  
users on magnith.com



**+160**  
articles on the media



**19.121**  
**+20%** followers



**11.877**  
**+7%** followers



**8.255**  
**+8%** followers



**1.830**  
**+68%** subscribers

The above data are updated on 31st December 2024.



## A Batimat le soluzioni Magni per l'edilizia



La rete ferroviaria Adriatica si potenzia grazie a una nuova galleria  
07/12/2018  
Gruppo Bonfiglioli: "Superato un miliardo di fatturato: due milioni in sostenibilità e solidità"  
23/12/2021  
Wibull in testa per i maxi-appalti della Piedemontana lombarda  
04/03/2021  
Buzzi Unicem nella "top ten" dei produttori mondiali di cemento  
27/05/2020  
Parte oggi, lunedì 30 settembre, l'edizione 2024 del salone francese Batimat, la fiera internazionale multispecialistica dedicata all'industria delle costruzioni. Punto d'incontro per i professionisti e apparati in cui selezionare le soluzioni innovative per l'edilizia di

## NEW TILT AND TURN FORKS FOR MAGNI

Magni Telehandlers has launched a new five tonne rotating and tilting 1634/1635 standard compatible fork attachment, designed specifically for handling bulky materials in tight spaces. The forks rotate a full 360 degrees at a height of up to three metres, above this height an automatic restrictive fork fork rotation to 90 degrees either side of centre in order to prevent the load building the beam. In addition to the rotation, the carriage can tilt by up to 70 degrees to keep the load stable making it easier to load or unload materials.  
The forks are compatible with all Magni TH load frame and RTM 300 degree models. Maximum capacity over the fork is 2,200kg on the more compact TH models and up to 5,000kg on the RTM models. The capacity with the forks rotated 90 degrees is 2,500kg on all compatible models.

## Magni TH lancia il nuovo sollevatore telescopico TH 3.6



30/09/2024  
Pubblicato da Ettore Zanatta  
Con 3 t di capacità e 6,8 m di altezza, il nuovo sollevatore telescopico fisso **Magni TH 3.6** unisce dimensioni ridotte e prestazioni elevate. Questo modello è il più completo della gamma TH ed è destinato al settore edile, logistico e, a breve, anche all'agricolo e infatti in grado di portare il pieno carico a un'altezza di oltre 9 m, 2,500 kg alla massima altezza e 1.000 kg a 3,5 m di sbarrico orizzontale.  
Grazie al suo design ribassato il nuovo sollevatore telescopico **Magni TH 3.6** è ideale nei casi sposti ristretti, nei sottospazi e una larga gamma di usi, come: controllo del terreno

## Magni Telescopic Handlers multifunctional rotating telehandler

By Brock Huffstutter  
October 27, 2024



The RTM 6.31 rotating telehandler from Magni Telescopic Handlers, Castelnuovo Emilia, Italy, features a lifting height of 101 ft., a maximum reach of 68 ft. and a maximum lift capacity of 13,200 lbs.

At maximum height, it maintains a capacity of 5,500 lbs. An exclusive Load Moment Indicator (LMI) system without RFID-tagged attachments to automatically adjust the load chart. Additionally, load-limiting technology is designed to prevent operators from exceeding safe operational thresholds.

A variety of compatible attachments are available for the RTM 6.31, making it a 3-in-1 solution that functions as a telehandler, an RT crane and an aerial work platform. The machine's touchscreen

display grants operators access to machine management software. Included in the RTM 6.31 is Magni's patented outrigger system. An automatic leveling feature, managed via a digital display, adjusts based on outrigger configuration to reduce wheel sink and avoid surface damage and reduce loads. The conveyor belt



## Magni America Unveils New U.S. Headquarters : CEG



Magni America LLC, a subsidiary of **Magni Telescopic Handlers, SRL**, a global leader in rotating and heavy lift telehandlers, announced the grand opening of its new American headquarters, in Kenilworth, N.J.  
This event, held on June 18, showcased a modern facility designed to elevate customer support for the Magni brand.  
The grand opening was well attended and featured a keynote address by Riccardo Magni, president and founder of **Magni Telescopic Handlers**, who shared insights on the company's vision and its commitment to exceptional customer service. Guests enjoyed live music and Italian cuisine and were given a tour of the new headquarters, highlighting its modern features and customer-focused design.



## Magni TH se lance dans l'entretien paysager avec le Magni Log Cutter

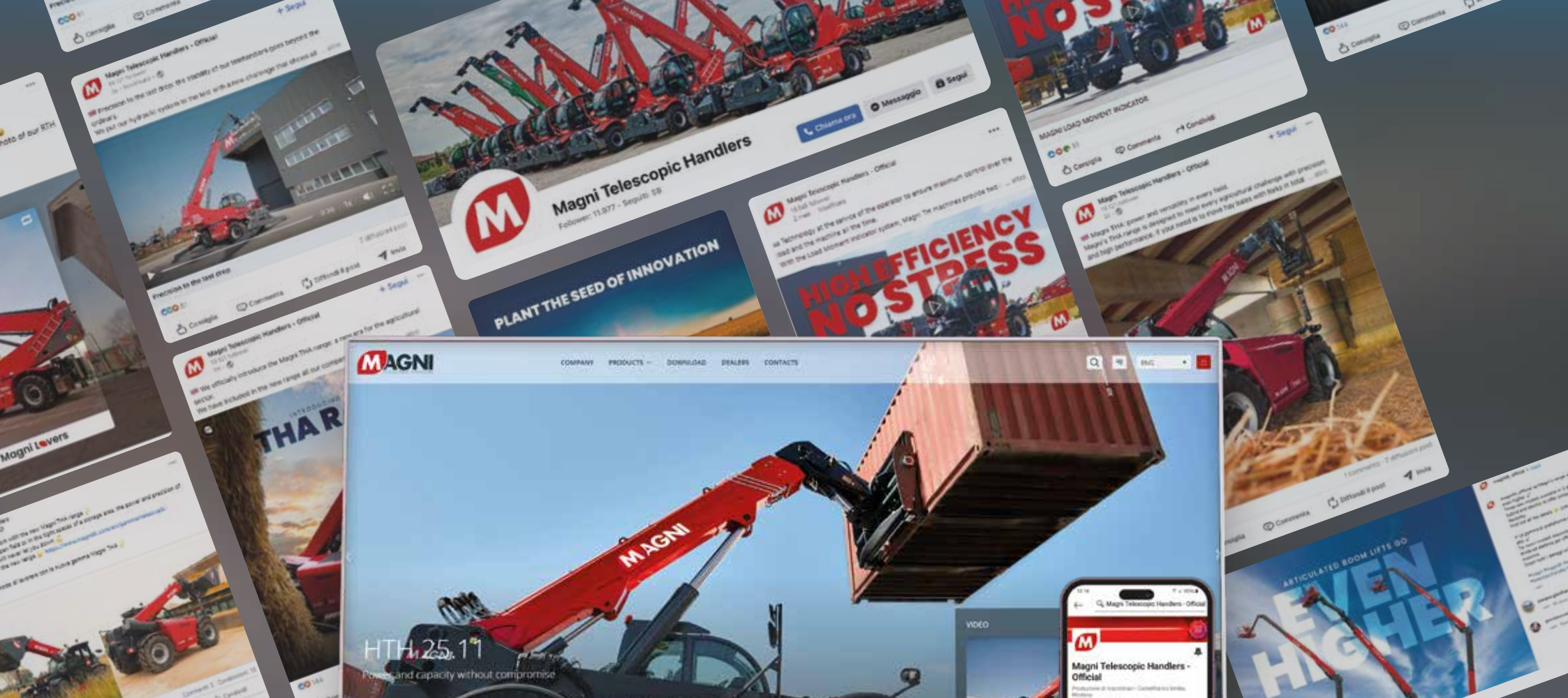
C'est en matière de polyvalence que la maintenance des espaces verts se distingue. L'entretien des jardins, des parcs, des terrains d'entreprise et des zones publiques nécessite des équipements adaptés et performants. C'est là que le Magni Log Cutter se distingue.



Le Magni Log Cutter est une machine polyvalente conçue pour répondre aux besoins de maintenance des espaces verts. Elle est équipée d'une lame rotative qui permet de couper efficacement les branches, les buissons et les arbres morts. Sa conception robuste et son moteur puissant assurent une performance durable et fiable. Grâce à sa manœuvre aisée, elle est idéale pour les professionnels de la maintenance paysagère. Le Magni Log Cutter est une solution innovante pour garantir l'entretien optimal de vos espaces verts.

## Leading the transformation

The Magni TH 6.31 rotating telehandler is a multifunctional machine designed to meet the demands of modern construction and maintenance. Its advanced features, including the automatic leveling system and the touchscreen display, ensure optimal performance and operator safety. The machine's versatility allows it to be used in a wide range of applications, from material handling to aerial work. Its compact design and high capacity make it an ideal choice for tight spaces and heavy loads. The Magni TH 6.31 is a true leader in the telehandler market, offering a combination of power, precision, and reliability.



**MAGNI** COMPANY PRODUCTS DOWNLOAD DEALERS CONTACTS

HTH 25.11  
Power and capacity without compromise

With a load capacity of 18,000 kg at the maximum height of 10.5 m, this model offers a significant increase compared to the 14,000 kg of the previous version, with a gain of 4,000 kg at full height.

Magni Telescopic Handlers - Official

**Panoramica**

Producing unique solutions for the lifting market has always been Magni's Telescopic Handlers' mission. Safety, design and innovation are the core values on which the Group's constant research and... and more

[magnith.com](http://magnith.com)

Mostra tutti i dettagli »

Post della pagina

# MAGNI 2024 MAIN EXHIBITIONS

Magni is committed to participating in the most relevant exhibitions across key markets, ensuring continuous engagement with our customer base and staying at the forefront of industry developments.

## ARA SHOW

Las Vegas, US

## PLATFORMER'S DAY

Karlsruhe, DE





**INTERMAT**  
Paris, FR

**VERTIKAL DAYS**  
Nottinghamshire, UK

**EIMA**  
Bologna, IT





# MAGNI FACTORY EXPERIENCE

The Magni Factory Experience allows visitors to immerse themselves in the core values that drive our company, such as innovation, attention to details, and commitment to excellence. This approach not only offers technical understanding, but also invites reflection on the value behind each of Magni's products. We enhance the Motor Valley territory, allowing people to discover its beauty and cultural heritage of the Emilia Romagna region.



# AN HEADQUARTER FOR THE FUTURE

Magni is an ever-growing company, and the ongoing development of our HQs is an example of that. We have invested through the years in new spaces to manage the increasing numbers in our workforce with new offices and buildings. While we are expanding, we are also committed to sustainably doing that. For this reason, we have installed solar panels and promoted an overall environmentally friendly approach.



**+1.000 MWh**

ENERGY PRODUCED PER YEAR



**80 HA**

TOTAL SURFACE



**+45.000 SQM**

SURFACE BUILT



**+50 (Mio)**

INVESTMENT





## **MAGNI TELESCOPIC HANDLERS S.R.L.**

Via Magellano, 22 - 41013 Castelfranco Emilia, Modena - Italy

+39 059 8031000

commerciale@magnith.com

### Branches

#### **MAGNI AMERICA, LLC.**

651 N. Michigan Ave.  
Kenilworth, NJ 07033  
+1 (908) 280-8899  
sales@magniamerica.com

#### **MAGNI BENELUX**

Industrielaan 2B,  
9800 Deinze - Belgium  
+32 9 384 12 82  
info@magnibenelux.eu

#### **MAGNI DEUTSCHLAND GMBH**

Mergenthaler Straße 27  
48268 Greven - Germany  
+49 (0) 2571 5404260  
sales@magnith.de

#### **MAGNI EASTERN EUROPE**

Platynowa 4  
Wypędy - Poland  
+48 22 2437231  
mee@magnith.com

#### **MAGNI SA (PTY) LTD**

15 Dakota Crescent,  
Dakota Business Park, Unit 2  
Airport Park, Germiston 1401  
+2711 383 2227  
info@magnisa.co.za

#### **MAGNI TELESCOPIC HANDLERS UK Ltd**

Holton Heath Trading Park, Poole  
Road, Holton Heath, Poole - UK  
+44 01202 070279  
magniuik@magnith.com

#### **MAGNI TH FRANCE**

2, Rue Amédée Bollée,  
44360 Vigneux de Bretagne, France  
+33 02 40 47 54 95  
magnifr@magnith.com

### Representative offices

#### **MAGNI ASIA PACIFIC Ptd. Ltd.**

72, Pasir Ris Heights,  
Singapore 519279  
+65 96747246  
r.nair@magnith.com

#### **MAGNI LATAM Spa**

Avenida Kennedy 7301, Depto 94,  
Las Condes, Santiago - Chile  
+54 911 2863 8860  
f.rodriquez@magnith.com

#### **MAGNI MIDDLE EAST**

Flat 306, AL JAZ 2B  
Street 2The Greens  
Dubai, UAE  
+971 562765278  
d.Jain@magnith.com

### Logistic facility

#### **MAGNI AMERICA**

558 Bay Oaks DR  
Pasadena, TX 77505 - USA  
+1 (908) 280-8899



[magnith.com](https://magnith.com)

**#LIFTDIFFERENT**