

## FOSTER CRANES APPOINTED NEW EXCLUSIVE UK DEALER FOR JEKKO

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Appointment of UK crane sales firm Foster is part of strategic global expansion plan for Italian mini crane manufacturer Jekko.

Effective February 6th, 2024, UK crane sales specialist Foster Cranes has been appointed the exclusive dealer for Jekko products in the UK. According to the mini crane manufacturer the appointment is the latest step in its strategic global expansion plan.

Jekko says it selected Foster Cranes as its exclusive dealer for the UK because the company is a strategic, consolidated and well-known presence in the UK market.

“Year 2024 is going to bring great changes for Jekko, mainly in terms of products and of dealer network organisation,” says Alberto Franceschini, Jekko’s sales and marketing director. “We’re penetrating several new markets and reorganising others where we’ve been operating for several years now. Our products – in the past years dedicated to advanced operators – have been completely renewed to become extremely user-friendly and to offer a more accessible experience to a larger number of operators. As an example, the SPX328, the entire SPX range as well as the MPK and the JF product families have undergone an innovation phase inspired by this philosophy. As a consequence, the market approach has also been upgraded: the UK plays for Jekko a strategic role therefore we strongly believe that the choice of Foster Cranes will bring about excellent results.”

Andrew Foster, MD of Foster Cranes, says: “This is an exciting moment for Foster Cranes, for our customers and, in our opinion, for the UK’s crane rental sector due to our new partnership as exclusive dealer of Jekko in the UK. Having worked side by side with our customers in the compact crane market over the last five years, we’ve witnessed a revolution in the way these cranes can be used.

“Now we look forward to working with our present customers and with the UK’s entire crane market to show what Jekko’s incredibly innovative products can do. Not only does Jekko produce machines unrivalled on the market, but the company also offers a top-quality technical service: the versatile philosophy with which Jekko has built its activity confirms it as an outstanding crane maker all over the world. We’re looking forward to demonstrating how good the Jekko product range is and just how we can support our customers moving forward.”

