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06.11.2026

Another Jekko Nederland

Italian spider, pick & carry and mini truck crane manufacturer Jekko has opened its own wholly owned sales subsidiary in the Netherlands - Jekko Nederland.

If you are based in the Netherlands, you will probably know that a Jekko Nederland already exists. It was set up by Hocap and is based in Buren, roughly halfway between Utrecht and Nijmegen, with a workshop and showroom. It has been selling Jekko cranes since at least 2010.



The new logo is pretty much the same as the one Hocap uses

The new wholly owned Jekko operation will be managed by New export manager for Jekko(Kees Hoogendorn, who joined the company as export manager around six months ago. The address given for the new start up is a private home in Driebruggen, a small village on the northeast side of Gouda. But Jekko says it is currently looking for permanent facilities for the new venture.

Kees Hoogendorn

Jekko chief executive Diego Tomasella said: The Netherlands is one of the world's most developed markets for mini cranes, with a high concentration of machines relative to its population. It is a mature and highly competitive market, where customers are particularly demanding in terms of technology, performance, efficiency and innovation. The country is also home to major international players in the lifting equipment and machinery rental industries, making it a strategic hub with significant business opportunities."

"We believe that such a strategic country deserves our direct commitment. The excellent results achieved by our directly owned branch Jekko Deutschland have confirmed that being closer to customers, with a dedicated local organisation, is the right approach. With Jekko Nederland, we want to bring the same level of attention, expertise and service to the Dutch market."

Sales director Alberto Franceschini added: "The Dutch market is highly developed and customers expect innovative machines, reliable partners and excellent service. Our goal is to strengthen Jekko's position by combining the performance of our products with direct customer support, local expertise and long term relationships. We know the potential of this market and are ready to invest in it."

Kees Hoogendoorn said "Even though Jekko is built in Italy, it is perhaps the most 'Dutch' mini crane on the market, not just because of its orange colour, but also its engineering solutions that Dutch customers appreciate so much. I am confident that my role as a bridge between Italian manufacturer Jekko and the Dutch market will bring great success and satisfaction to everyone involved."

When approached for a comment **Hocap/Jekko Nederland managing director Costiaan Brouwer said:** "Jekko decided to approach the market directly, which was not aligned with our vision of the dealership model. As a result, we have decided to relinquish the dealership and the associated responsibilities."

Vertikal Comment

This announcement was somewhat confusing in that it made no mention of Hocap/Jekko Nederland, or any transition arrangements, whether the two might run alongside each other or not. We approached both parties for clarification.

The additional input is now integrated into the report above. We understand that the two companies are still discussing transition arrangements to ensure customers continue to be well supported.

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