

Molson Secure Distribution of Sennebogen Machines

Molson Green, the specialist recycling and material handling division of Bristol based plant and equipment dealer Molson Group, have expanded their agreement with the leading Bavarian crane and material handling manufacturer Sennebogen to supply their scrap metal and port handling machines throughout the UK.

This move sees Molson improve their position as a single source supply option for mobile plant and equipment to a wide range of industries. From 12 depots spread throughout the UK and over 100 service engineers, Molson are one of the largest suppliers of construction, recycling and material handling equipment in the UK offering a 360-degree range of products including material handlers, loading shovels, excavators, dump trucks, crushers, screeners and conveyors to name a few.

Robin Powell, joint Managing Director of Molson Group, commented: “We are extremely excited about the addition of the Scrap and Port industries to our Sennebogen product range and the opportunity for growth that it creates. This addition perfectly positions Molson to simplify our customers supply chains with a single source supply option, thanks to our 360-degree product range with an after sales service that can be counted on.

“Although the ports industry particularly is new for us, we have been gearing up for this for some time – we have the right people in place through our organisation to hit the ground running and deliver customers with the right solution for their business and an after sales team can keep their operation running at optimal performance.”

Alfred Endl, Sales Director for Sennebogen commented: “Molson has generated impressive growth across the UK in the recycling, timber and demolition sectors, this along with the outstanding levels of customer service that they deliver made it a natural choice to expand their industries. We are very happy with how Molson are continuing to build and promote the Sennebogen product range in the UK market and we look forward to working with them to support this growth in the Ports and Scrap industries.”

Since first signing an agreement with Sennebogen in November 2015 for the distribution rights for products to the Waste, Timber and Demolition industries in the UK, their ambitious approach has seen Molson achieve an impressive growth in market share for the easily spotted green machines. The addition of the Scrap Metal and Ports industries represents a significant opportunity for Molson to expand its business further into new industries, building on the strong reputation Sennebogen already holds in these sectors.

Molson have already positioned themselves well to capitalise on this appointment after building a team of Scrap Metal and Port industry specialists with significant experience in the Sales and Service teams. With this depth of knowledge within the team, customers can be confident that they are dealing with the experts who also have the scale and backup infrastructure to deliver the outstanding levels of after sales support that the Molson brand is already synonymous with in the construction and recycling industries.