

VENIERI Expands Its Footprint in Canada: Strategic Growth from Ontario to the Atlantic Provinces

VF Venieri, the renowned Italian manufacturer of high-performance wheel loaders and articulated backhoe loaders, is accelerating its growth in Canada through strategic partnerships and targeted expansions.

Already firmly established in Ontario with KOOY Brothers Equipment, the Venieri brand counts hundreds of machines actively serving the Toronto region, delivering power, flexibility, and reliable performance in construction, landscaping, and municipal applications – first and foremost, snow removal.

Recently, Venieri has made a significant move into the Québec market, establishing a robust partnership with CIMI. This collaboration marks a pivotal step in Venieri's growth strategy, providing Québec's dynamic market with Venieri's versatile equipment tailored to the province's unique needs.

Further highlighting Venieri's commitment to Canadian expansion, the company has now initiated operations in the Atlantic provinces by partnering with SANCTON Equipment. Known for excellence in equipment distribution and customer support, Sancton will introduce Venieri's robust and highly customizable machines across New Brunswick, Nova Scotia, Prince Edward Island, and Newfoundland and Labrador.

A LEGACY OF ITALIAN INNOVATION AND GLOBAL GROWTH

Founded in 1948 in the aftermath of World War II, Venieri was born from innovation by repurposing decommissioned abandoned military vehicles into tractors. Today the firm is still 100% family-owned and managed, having grown into a global force that operates in over 53 countries through more than 85 partners. Headquartered in the heart of Italy's famed Motor Valley – home to automotive icons like Lamborghini, Ferrari, and Ducati – Venieri benefits from a rich culture of engineering expertise. This environment, combined with family-driven passion, has yielded state-of-the-art equipment designed by top engineers and built with precision to deliver high productivity, flexibility, and strong performance with an attractive total cost of ownership (TCO). Every single

unit is also rigorously and deeply tested (not just random samples) to ensure peak performance from day one. Since 2010, the company has also run 100% on self-produced green energy, reflecting its deep commitment to sustainability.

HIGH-PERFORMANCE RANGE AND ENGINEERING EXCELLENCE

Venieri manufactures a broad range of high-performance machinery, including wheel loaders, telescopic wheel loaders, unique articulated backhoe loaders, and other earthmoving equipment spanning from 3,100 kg to 14,000 kg in operating weight. These machines are engineered to exceed the highest expectations, combining cutting-edge features with extraordinary durability. Venieri's versatile tool-carriers excel across diverse sectors – from construction and demolition to forestry, agriculture, infrastructure, landscaping, material handling, and even winter services – truly designed to handle it all.

At the core of Venieri's engineering philosophy is the use of premium components. Each machine is built with top-tier parts such as Bosch-Rexroth high-pressure hydrostatic transmissions, heavy-duty axles from Dana Spicer or Carraro, and engines by Deutz, Kubota or Yanmar. This engineering excellence not only ensures robust performance and longevity, but also enables the machines to operate demanding attachments. Venieri machines can run large implements like asphalt planers or snow blowers and even handle multiple tools simultaneously on the front and rear (once) a valuable advantage when addressing complex public works challenges year-round. Such capabilities give operators the power and precision to tackle a wide variety of tasks with a single machine, maximizing utility and efficiency.

This way, Venieri machine can often replace several specialized vehicles. Customers can quickly respond to emergencies or seasonal tasks without needing an entire fleet of single-purpose machines.

TAILORED SOLUTIONS, YEAR-ROUND

VF Venieri doesn't just produce off-the-shelf machinery; it delivers problem-solving tools tailored to each customer's needs.

In fact Venieri's versatility truly shines in municipal and public works applications. Local governments, civil defense units, and even military engineering corps rely on Venieri's agile loaders and backhoes



to keep communities running smoothly in every season. Venieri machines offer unparalleled multi-purpose capability for year-round operations. Whether it's shredding green waste in the spring, planting and landscaping in the summer, clearing ditches and doing road maintenance in the fall, or removing snow in the winter, Venieri equipment is engineered to handle it all.

And on top of that each Venieri machine allows for easy retrofitting and customization, unlike mass-produced machinery. For example, if a job demands greater hydraulic power, high-flow capability is easily retrofittable on demand, your Venieri machine can literally grow with you as your needs evolve.

USER-FRIENDLY DESIGN AND PROVEN PERFORMANCE

While Venieri machines are built for heavy-duty performance, they are also designed with the operator in mind. Following the philosophy that “making machines simple to use is the best technology,” the company emphasizes human-centered design in every model. Controls are intuitive and layouts ergonomic, so even complex operations feel straightforward for the driver. Furthermore, each machine is highly serviceable – easy to maintain and access for technicians.

Moreover, in terms of performance, Venieri machines consistently rank among the fastest in their class, featuring the highest oil flow and breakout force, ensuring unbeatable efficiency and minimum cycle times!

In an industry where reliability and innovation matter most, VF Venieri continues to shape the future of machinery – just as



it has done since 1948 - and stands out as a partner of choice for both private sector projects and public works across Canada.

“In Canada, reliability, versatility, and service support are non-negotiable. That’s why our growth here is so important,” said Filippo Mucciccinelli Venieri (General Manager). “We’re proud of our progress, but this is just the beginning. Our commitment is to grow stronger with our partners, and

to provide unmatched value to Canadian customers for years to come.”

As VF Venieri continues to expand its reach across Canada, the message is clear: powerful, tailored, and operator-friendly machines are just the start. The best is yet to come.

Source: VF Venieri S.p.A.



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ONE MACHINE DOES IT ALL