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TREX.PARTS Becomes New Genie® Authorised Parts Provider for Germany

The new agreement secures first-class Genie parts for access equipment for new customer base online, coupled with prompt delivery and support

Roosendaal, The Netherlands, April 22, 2025 - Genie® Genuine parts are very popular in the German market. To enhance the customer experience of new market segments, on April 3, Genie appointed TREX.PARTS, based in Sittensen, Germany, as a new Genie Authorised Parts Provider in Germany.

TREX.PARTS, an efficient B2B-solution for parts within the forklift and industrial trucks sector, offers a cross-brand, user-friendly online platform destined to supply independent workshops and service technicians with parts for maintenance, service and repair.

With its new distributor agreement with Genie, TREX.PARTS is well positioned to provide easy access to Genie parts to a new, expanded customer group.

New Genie parts customers will benefit from this partnership in four ways:

- Customers can quickly search and find the parts needed, selecting the quality they require for their upcoming repairs;
- High availability of fast-moving parts for aerial work platforms;
- Advice from a dynamic team both in the office and in the field;
- Synergies with other business areas, e.g. in the forklift business – everything from a sole source.

Nothing will change for existing Genie parts customers. They can continue to order as usual from Genie dealers or directly from Genie's online platform.

However, this new partnership will appeal to new B2B customers with a high parts demand who do not have direct access to Genie spare parts. Because most of the Genie fast movers are in stock, TREX.PARTS is able to ship these parts directly from its own warehouse in a timely manner.

"We are delighted to have found not only a professional partner in Genie, but also a perfect addition to our product range. For TREX.PARTS, this co-operation marks our entry into the aerial work platform industry," Christoph Böttcher, Managing Director of TREX.PARTS, said of the new partnership.

"TREX.PARTS and Genie share more than just their strong presence and excellent reputation in the market. We also share the same values that have fueled our respective successes. With this partnership, we can both capitalize on synergies that will significantly benefit customers – a market that deserves only the best products and spare parts."

Dominique Luijckx, Genie Parts & Support Director for EMEA, is also delighted: "We want to accelerate and focus on customer experience and improve the route to market with this new target group of customers servicing or owning one or two Genie lifts. This step is an addition to the offerings of dealers in the region, and our Genie parts business itself. It opens the doors to a fully new target group not serviced so far. The location of our new Authorised Parts Provider (APP) in the northwest of Germany is strategic to receive the most common parts the next day, and their commitment to quality makes them an excellent fit for Genie."

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About TREX.PARTS

TREX.PARTS is the efficient solution in the parts trade for industrial trucks for the B2B sector. Founded in 2019 as a joint venture between FRICKE and Jungheinrich, the company has since established itself with rapid growth as a cross-brand online platform in the material handling industry. Today, workshops and service companies in over 60 countries rely on the quality, direct customer service and transparency of TREX.PARTS. With a range of more than 13 million items – including parts from original manufacturers' private label and own brand - TREX.PARTS offers a comprehensive selection for maintenance, service and repair. Thanks to a user-friendly search function and a consistently transparent display, customers can quickly find the parts they need and decide for themselves which quality level is required for the upcoming repairs. Customers benefit from high availability and worldwide delivery, which often takes place the very next day. Thanks to local contacts, even outside Europe, TREX.PARTS guarantees outstanding customer proximity and the highest level of service. More information on www.trex.parts.

About Genie

Since 1966, Genie has been the leading name in the aeriels industry. With offices, team members and manufacturing facilities around the globe, Genie lifts and telehandlers can be found enhancing safety and improving productivity on jobsites worldwide. Genie's ongoing leadership in aerial lifts and material handlers is built on our ability to consistently deliver superior quality for our customers. At Genie, we achieve this **quality** not by chance, but **by design**. For more information on Genie products and services, visit www.genielift.com.