

Press release

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M-extend continues its transformation with a new brand platform

Founded in 1951, M-extend, an independent family-owned group, now relies on four commercial brands—“MX, ManuRob, Farmanip, and Mach Connectors”—to offer farmers solutions that make their handling work easier.

In 2021, M-extend started a rebranding, consolidating the MX, MANIP', and MACH Connectors brands under the M-extend umbrella. Today, the group takes a further step in this strategy, by incorporating Farmanip and ManuRob into the group's brands and unveiling a new visual identity for Mach Connectors.

A brand strategy structured around the needs of today's and tomorrow's farmers

With production sites in France, India, and Brazil, and more than 1,200 employees, M-extend positions itself as a key player in the future of agriculture. A player in digital developments, sustainability expectations, and automation needs, M-extend places innovation at the heart of its development of products, services, and solutions by structuring its offering around dedicated and specialised brands.

« Our four brands provide targeted, innovative responses to farmers' needs, while remaining true to our mission of making handling work easier in a changing sector.»

- Franck MAILLEUX, President of the M-extend group –

Four brands, four solutions to meet farmers' needs

The four brands within the M-extend group operate in the same ecosystem and benefit from each other. Each provides a different response to farmers' needs.

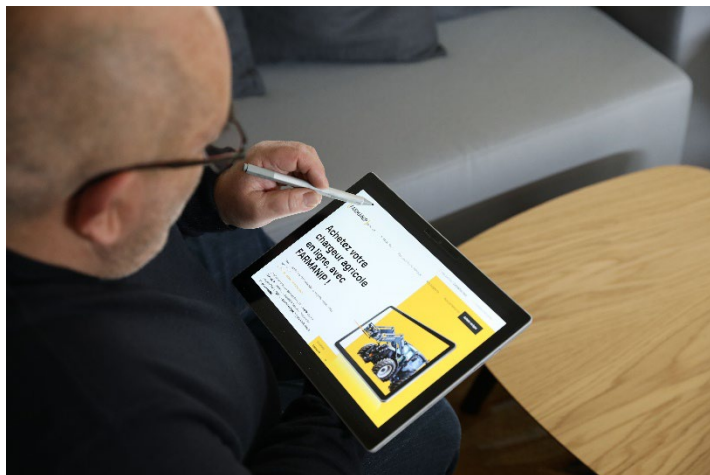


MX: The group's historic brand, offers one of the most extensive ranges of handling equipment on the market—from front loaders, handling tools, forage and feeding equipment, to controls, weights, and front linkages. As the leading tractor loader brand in France and second in Europe, MX is now present on all continents.



The robustness and performance of its products help improve farmers' daily lives by providing reliable and durable solutions that enhance productivity.

<https://m-x.eu/fr/>



FARMANIP : the latest brand in the group, Farmanip offers an exclusively online purchase experience for the French market, meeting the needs of farmers who use the internet for their operations (more than half of farmers). Farmanip offers a simplified range of loaders and agricultural tools, available online and sold through the SCAR network with its SCAR&CLICK platform.

By meeting accessibility and price needs, Farmanip simplifies online purchasing of agricultural equipment.

<https://farmanip.com/>

<https://magasin.scar.fr/>

ManuRob

MANUROB : in an innovation-driven approach to agricultural robotics, the ManuRob start-up develops the electric robot LOADIX. Designed to automate time-consuming tasks like moving organic materials, it combines versatility, complete autonomy, and simple integration into farms. It includes advanced features such as precise localisation systems and smartphone management.



Loadix aims to support farmers while reducing physical demands, making their daily work easier and less physically demanding.

<https://www.manurob.com>



MACH CONNECTORS : A specialist in multi-electrohydraulic connection (instantaneous), Mach Connectors is a key player in simultaneous connections between equipment.

The MACH Connectors concept owes its success to its expertise derived from handling equipment (agricultural) and its adaptability to market needs.

Its new logo reflects this integration, enhancing synergy among the group's brands, facilitating compatibility and ease of use for M-extend equipment.



About us

M-extend is a family-run, independent group that was founded in 1951. With our history, our mission, our values and our culture of innovation, we build on our commercial brands (MX, ManuRob, Farmanip, Mach Connectors) to offer farmers solutions that make their handling work easier.

From our two French sites and our international sites, where we employ more than 1,000 people, we control every stage required to create a product: from design to production, and then on to marketing.

Our strength lies in our integrated strategy, our knowledge of the tractors on which our handling solutions are employed, and in our close links with the users of our products and services.

With a long-term commitment and respect for our employees, our customers and all our partners, together we are building harmonious international growth.

More information

Visit the website www.m-extend.com

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