



## **FOR IMMEDIATE RELEASE**

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### **Genie Appoints New Authorised Parts Provider for the UK**

*Experienced staff and a local warehouse in northeast England help Cherrypicker Shop Ltd deliver excellent customer service and fast delivery for UK customers*

**Roosendaal, The Netherlands** (June 27, 2025) — Genie® original parts are very popular in the UK. To enhance customer service and support, together with speed of delivery for the most common parts, Genie has appointed Cherrypicker Shop Ltd. (CPS), based in Crook, County Durham, as a new Genie Authorised Parts Provider in the UK, supporting Genie machine, parts and service dealer Workplatform LTD.

With the appointment of CPS, small and mid-size AWP companies in the UK will benefit from faster delivery of many common parts from a local warehouse, while infrequent parts customers will appreciate the support CPS provides helping identify the right parts, as well as the ability to place an order without creating an account.

“At CPS, we pride ourselves in providing the highest levels of technical advice and support, ensuring our customers find it easy to identify and order the correct part without having the spend time searching for it themselves,” said Tom Cribb from CPS. “In addition to a high level of technical support, we also make ordering quick and simple. End users and non-account holders can easily pay by credit card or bank transfer, while credit accounts are available for regular customers.”

Tom continued: “In addition, customers in the UK will benefit from fast delivery—usually the next day, and sometimes same-day availability—of genuine Genie parts from extensive stock located at our warehouse in the northeast of England. We also are able to offer reduced delivery charges on larger parts such as platforms, wheels, etc., using UK pallet delivery, and will coordinate and expedite delivery of less common parts from the Genie European Distribution Center in The Netherlands.”

Dominique Luijckx, Genie Parts & Support Director for EMEA, welcomed CPS to the Genie Authorised Parts Distributor network: “We’re delighted to welcome Cherrypicker Shop Ltd. to our growing network of Authorised Parts Distributors. CPS’s expertise, local parts warehouse, and commitment to superior customer service will make it faster and easier for our customers to receive the quality parts and support they need to keep their Genie equipment in top condition.”

Luijckx continued: “Adding Cherrypicker Shop to our Authorised Parts Provider network complements the strong, existing partnership we have with Workplatform—the official machines, service and parts dealer for the UK—and perfectly aligns with our commitment to providing timely delivery of the quality OEM parts our customers rely on to help them maximize uptime for their fleet.”

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#### **About Genie**

Since 1966, Genie has been the leading name in the aerials 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](http://www.genielift.com).

#### **About Cherrypicker Shop Ltd.**

Formed in 2020 by Richard Tindale and Tom Cribb, Cherrypicker Shop Ltd has grown rapidly to become a specialist supplier of replacement parts for all types of aerial work platform, with particular expertise in Genie work platforms and SLA lifts. A high level of parts knowledge, extensive stocks and fast response times have led to the company becoming first choice parts supplier to mixed brand hire fleets and independent engineers throughout the UK.