

Local supports local as Bell sells first K-series TLB

Bell Equipment sold the first of its new K-series Tractor Loader Backhoe off its production line in Richards Bay to Richards Bay property developer and farm owner, Rob Hughes who proudly chose to support the South African manufacturer over the 21 imported machines available on the market.

Hughes says: "A few years ago when I owned an office furniture supply company Bell Equipment always supported me so there was not a question of me not supporting them. They've provided good service and a quality product at a reasonable price so the decision was a no-brainer when you consider the other benefits of supporting local job creation and our economy."

According to Hughes the Bell 315SK WorkPro was chosen for its versatility. The bucket will be used for bush clearing to make way for new cattle camps and can be easily swapped for the forklift attachment which will be useful in a planned baling operation. The TLB is also fitted with an extended boom to further enhance its versatility so that it can be hired, through a local cooperative, by other farmers needing assistance with trenching.

Bell Group Chief Executive Gary Bell says that the company is undertaking a campaign to showcase the manufacturing excellence that exists within the country and create awareness of Bell Equipment and what it has achieved. Part of the drive includes membership of

Proudly South African, which the company announced recently, and the introduction of new decals to all machines manufactured at its Richards Bay factory - a South African flag with the words 'Built with Pride in Africa'.

At heart Bell Equipment is the same humble Zululand company that it was when Bell's founder, Irvine Bell started the company more than 55 years ago. Says Bell: "We have the same values and principles and are passionate about providing our customers with quality lowest cost per tonne equipment solutions. We're proud that we've grown into one of the global leaders in Articulated Dump Truck manufacture and have pioneered many technological advancements here on South African soil with our team of local engineers."

Bell Equipment employs 3 500 people and it is estimated that about 34 000 additional people gain some form of benefit through its 440 South African suppliers. While the company is a strong advocate of the 'Buy Local' campaign, Bell says that being a proudly South African company is not just about creating job opportunities and growing our economy. "While we accept that these are important and virtuous goals, we would like to see all South Africans having pride in the achievements of our companies and the efforts to which we go to ensure that we can compete successfully either on the global market on here locally against imported competition," he says.



Rob Hughes of Richards Bay pays a visit to the Bell Equipment factory to see his K-series Tractor Loader Backhoe come off the production line. The machine is the first of Bell's new K-series to be sold in South Africa. Congratulating Mr Hughes for supporting local manufacture is TLB Assembly Supervisor, Tony Peters, who is joined by Bell Equipment Chief Executive, Gary Bell and the rest of the TLB Assembly team.