

Proven products and proven partnership

Bell Equipment has been granted distribution rights by Terex® Finlay for their range of mobile crushing and screening equipment in South Africa, thereby expanding its strategic alliances with global OEMs and growing the company's product range.

Announcing the distribution agreement in Omagh, Northern Ireland earlier this month, Terex Finlay's Sales and Marketing Director, Nigel Irvine said: "Southern Africa is a growing mobile crushing and screening region and we begin our partnership with Bell Equipment as a market leading brand. Through Bell Equipment we have a strong business partner with locations throughout the market place and focused customer support. This offers us a great partner platform to further develop new Finlay equipment sales and also support the large existing population of machines across the region. We look forward to growing our position in the market and developing our partnership."

Commenting on the announcement, Bell Equipment Group Chief Executive, Gary Bell said the company is looking forward to growing its partnership with Terex Finlay and is pleased to be able to enhance its product range with the addition of a world class material processing product line. "Our agreement will complement our existing product offering and is in line with our strategy to provide a one-stop shop for equipment solutions to our customers throughout Southern Africa. The products will be branded Bell Finlay within our regions of distribution."

The Finlay tracked mobile crusher product line includes jaw, impactor and cone crushers. This range of crushers is internationally renowned for their versatility and flexibility in the reduction and sizing of aggregates for construction materials, mining and also recycling construction waste.

The Finlay mobile screener product line comprises 3-way and 4-way split inclined, horizontal and trommel screening units. All units in the range combine the functions of scalping, screening and stockpiling into one integrated unit.

Continued Bell: "The Finlay range is a good and proven product that is well recognised in the marketplace. Importantly we are establishing a dedicated team of industry and product specialists to provide sales and service to our screening and crushing customers throughout the territory.

"Our partnership is a natural progression for Bell as we already distribute and support Articulated Dump Trucks, Excavators and Wheel Loaders, which are used extensively in the quarry industry. We are also active in the coal mining industry where several customers make use of mobile crushing and screening equipment. In addition, the new partnership ties in closely with our Bomag range of machines which make use of aggregates supplied from these material processing machines," he added.

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