

Entrepreneurial flair and Bell fleet sees Moredi succeed in material handling

William Moredi had built a towing and panel-beating business up over a period of thirteen years. In the process, he had earned an award from the Premier of the North West Province, honouring him for being the “Entrepreneur of the Year” in 2003.

But too many fly-by-night operators had dampened his enthusiasm for the business and, in 2005, he thought he’d find more excitement in construction and plant hire in his home town of Zeerust.

“I soon realised I had a lot to learn and registered with the Construction Industry Development Board’s CIDB mentorship programme,” he says. “I had to learn a lot, and quickly, but I managed to do so and I am now at Level 6 with the Civil Engineering Potential Equity (CEPE) programme.”

Trading under the name of Moredi Trading & Projects, William was soon confidently tackling road construction and rehabilitation projects as well as water reticulation projects. He bought a 10-cubic metre tipper truck, water tanker and grader, all on the pre-owned market, and went about his business while growing a core of personnel. Labour was hired in the areas where he worked.

“By 2010 I decided to diversify slightly and looked to obtain work on the mines, in especially material-handling,” he says. “I was fortunate enough to land a contract for material-handling with a large platinum mining group but suddenly the need to buy the appropriate equipment to handle the new tasks was thrust upon me.”

Armed with his contract and a sustainable business plan, William, with the help of Bell Equipment Sales



From left: Sakkie Naudé (Foreman: Railway & Production, Amplats), Cedric Letlole (Moredi General Manager), Devon Cort (Bell Equipment Sales Representative) and William Moredi (CEO Moredi Trading & Projects).

Representative, Devon Cort, approached the Department of Trade and Industry (DTI) for a grant. These grants are available to emerging contractors who qualify under specific and strict criteria and William’s credentials fitted the bill perfectly.

“I was able to buy a Bell HX230E Excavator and Bell 315SJ 4x4 Tractor Loader Backhoe (TLB) through this grant with the DTI making funds available to cover 50% of the purchase price excluding the VAT,” he explains. “We would then pay the VAT and the balance, which in real terms is a big advantage and a real help to get ahead in a competitive market.”

“I should also mention that Devon Cort, the Bell Equipment Sales Representative stood by us through all this paperwork, purchasing and delivery,” William says. “The equipment worked really well for us, causing our clients to extend our contract.”

“When we therefore needed more earthmoving equipment to handle the increased workload by 2013 we again turned to Bell Equipment but by this time we could afford to pay for the equipment ourselves.”

William and his team were now tasked, amongst others, to move a mixture of fine and coarse platinum ore to a loading station for rail transport to the concentrator. For this he needed loading and haulage tools.

“In 2013, we replaced a Bell L2606D Wheeled Loader with a newer but used L2606E model and then also bought

four new Bell B30E Articulated Dump Trucks (ADTs) and a new Bell L2706E Wheeled Loader, which have been the backbone of our operation,” he says.

In early 2014, William also bought a new Bell 315SK TLB and a used Bell HX230E Excavator to add to his growing fleet.

“The platinum strike early in this year also hit us hard but I can honestly say, I did not retrench any of my personnel because of that,” he smiles. “I instead found other things for them to do and even went so far as to broaden our repertoire of services by buying a Finlay 683 Screener, which is really working well for us.”

Cedric Letlole is Moredi Trading & Projects’ General Manager and has many years’ experience in both agriculture and construction. “I’ve been very impressed by the work rate of especially the new generation Bell B30E ADTs and despite the fact that we work them hard with full loads and round the clock over three shifts, they return very good fuel burn rates of between 17 and 24 litres to the hour,” he says.

William is confident that the future for his company shines brightly. “We’re looking at possible mining rights in chrome and for this we’ll need bigger loading tools and haulage vehicles and yes, we’ll keep talking to Bell Equipment when the time comes,” he says. “I do also need to remind you that with a bit of artistic licence, our company name Moredi, can be interpolated to say ‘More than ready to deliver quality services’.”