

# Bell officially opens new Middelburg CSC



At the official opening of the Bell Middelburg Customer Service Centre were (from left): Gary Bell (Group Chief Executive), Terry Gillham (BESSA Director: Sales & Marketing), Bokkie Coertze (MD of BESSA), Aubrey Potgieter (Middelburg CSC Team Leader) and Izak van Niekerk (GM of Central Region).

“This facility is a sign of the lengths we, as Bell Equipment, go to back up our superior products across our entire range be they Bell, Bomag, Liebherr, Finlay or John Deere.”

So said Gary Bell, CEO of Bell Equipment at the opening of the new Customer Service Centre in Middelburg, Mpumalanga, in the heart of the coal, chrome and platinum mining areas towards the end of 2014.

He went on to say that due to tough trading conditions in 2014, the company downplayed its 60-year anniversary but at the same time, it believed that ploughing profits back into the company was the sensible thing to do.

“On the research and development side we are not standing back to any of our competitors as the development of the Bell B60D shows,” he added. “Sales of Bell Articulated Dump Trucks in Europe are delivering a record year and our re-entry into the US market is also proving to be growing value.”

Gary alluded to the fact that currently the company held a 93% availability of spare parts and spoke of the multiplier effect that around 900 suppliers to the

company had on the economy. He emphasized the priority Bell Equipment puts on providing state-of-the-art facilities such as the Middelburg Customer Service Centre and said that similar facilities would soon be opened in Kitwe, Zambia and Rustenburg.

“As a company, Bell Equipment is in relatively good shape to face 2015, which looks to be a year with better prospects,” he continued.

Earlier, Terry Gillham, Bell Equipment Sales South Africa (BESSA) Director: Sales and Marketing, spoke of the history of Bell Equipment in Middelburg where a one-man Customer Service Centre had been established in Celsius Street in 1991. Hilton Kendall handled the roles of manager, salesman, mechanic and product support. The company occupied these premises for nine years before moving to the previous premises in Nelson Mandela Drive.

The new facility is situated on Samora Machel Drive, just off the N4 highway, in a very prominent position. It comprises of approximately 4 226 square metres under roof housing offices, stores and workshop space and is an investment for Bell of around R65 million.

