

Decision to return to Bell furthers loyalty by A&L McCrae



Plant hire firm and quarry operation A&L McCrae has continued its association with Bell Equipment with the purchase of two B30E Articulated Dump Truck (ADTs), after unsuccessful trials with another manufacturer confirmed that Bell offered the best performance and reliability for the company's needs.

A&L McCrae owns and excavates aggregate materials from the Barrachander Quarry, in Argyll, while also operating its own plant hire and haulage division. Boasting an extensive fleet of top-of-the-range ADTs, A&L McCrae is seen as a name to trust in the industry, capable of supplying to large scale infrastructure and renewable energy projects with reliance.

With business buoyant, A&L McCrae encountered a need to renew its fleet for rock armour work, or rip-rap, where rubble or rock is used to reinforce shorelines. ADTs are an essential aspect of the company's work, transporting rocks from the quarry up and down the West Coast of Scotland, as well as carting rock from local borrow pits on road lines.

This is the third time that McCrae has turned to Bell. Originally the company used two B25Ds; after three years, those machines were replaced with B30Ds. Now, the latest fleet renewal sees the arrival of the next-generation E-series from Bell, offering even greater fuel economy, performance and operator convenience.

"Armouring shorelines to protect land against water erosion is a serious business, and one which makes a

considerable difference in preserving our coastline and water-side structures. To fulfil this task effectively, the machinery used to cart stones and rocks needs to be truly fit for purpose," explains Alistair McCrae.

"To this end, we researched the market to pinpoint appropriate equipment and initially entered discussions with one of Bell Equipment's competitors, but soon discovered that in actuality, we'd be far better off returning to Bell. The reliability and performance of the machines themselves is backed up with a level of customer service that's second-to-none."

Giving the Bell perspective, Sandy Fairweather, Regional Sales Manager for Scotland, adds: "This is terrific news for Bell in terms of customer loyalty. It's rewarding to learn that after buying and achieving the required results from our ADTs over the years, A&L McCrae has returned to us once more.

"Knowing that the company has thoroughly researched the market, and even considered options elsewhere, yet still returned to Bell, provides us with further confidence that the machines we're manufacturing deliver the best ADT results to satisfy the needs of A&L McCrae. With assurance like that, we couldn't wish for a better testament to support the desirability of our equipment."

