

Earthline fleet boosted with seven more Bell Equipment models

Continuing its successful relationship with Bell Equipment, leading plant operator Earthline has announced the purchase of an additional seven Bell ADTs and Wheeled Loaders, to further support its extensive fleet.

Having established a reputation for capability and reliability, Earthline's business has grown significantly in recent years, with the independent earthmoving, recycling and quarrying company now managing in excess of 120 vehicles in the south of England.

Bell Equipment has played a significant part in helping to stock this sizeable taskforce, with twelve machines being purchased since 2003, including four B40D Articulated Dump Trucks and a pair of L1206E Wheeled Loaders. The most recent additions, three L2106E Loaders and four B30E ADTs, will be used for a variety of applications across a number of sites.

Offering the capabilities of both the relatively new Bell Wheeled Loader, alongside the tried and tested Bell ADT, was a decision made back in 2011 by Earthline's Director, Philip Coplestone: "I was a bit nervous and sceptical at the time, as Bell Equipment's Wheeled Loaders were relatively new machines to the UK market. But it didn't take us long to realise what a great piece of kit the Loader is, with the high spec and build quality standing out against anything else."

Demonstrations and the opportunity to put the Wheeled Loaders to the test in practical environments showed Philip that the Bell offering had comparable qualities to any machine of its class and proved the worth of having both Bell Equipment's Loader and ADT vehicles as part of the Earthline fleet. He says: "With both the ADTs and wheel loaders well received by drivers, who've found them easy to maintain, powerful, very reliable and easy to operate, together with positive customer feedback that's been second-to-none, the client-supplier relationship between Earthline and Bell Equipment has gone from strength-to-strength."

"When the need for further machines arose, both to extend our fleet as well as to replace existing older models, we immediately returned to Bell. The L2106E Wheeled Loader is extremely versatile and can be used across a wide variety of applications, whilst the B30E's fuel efficiency is hard to beat – together they are fantastic additions to our fleet."

"Combined with the machines' impressive performance levels, reliability and exceptional mechanical quality – all of which has helped to reduce downtime – we've no hesitation in recommending these vehicles to our customers," concludes Philip.



One of four B30Es are among Earthline's most recent Bell purchases, along with three L2106E Wheeled Loaders.