

Solid customer support brings Kirsten & Tulleken back to Bell

Listening to what your customer wants is an age-old business mantra and it still holds true today. Ask Anton Barnard, Fleet Manager for building material supplier Kirsten & Tulleken in George, in the Western Cape and he'll tell you that when a supplier representative shows this trait, her company is worth supporting.

Kirsten & Tulleken was established as Kirsten & Tulleken Vervoer cc in George on 1 April 1984 and has since carved a name for itself as the building material supplier of choice in this picturesque part of the Western Cape Province. Led by Managing Director, Andre Tulleken, the company supplies sand, stone aggregates and dry ready-mix materials to a variety of clients as far as Uniondale, Mossel Bay and Plettenberg Bay. Deliveries are done using a fleet of 40 tipper trucks of varying size.

"When Bell Equipment established a Customer Service Centre in George, we saw this as a commitment from the company in backing up their products," says Anton Barnard. "This prompted us to buy Bell 1706B and 1706C Plus II Wheeled Loaders as well as six Bell 315SG Tractor Loader Backhoes, which gave us excellent service, backed up by Bell Equipment's service locally."

Even though Kirsten & Tulleken were not buying equipment, this did not deter Bell Equipment Sales Representative, Fiona Johnson, from calling on them regularly. "We needed to replace an aging loader we had bought at an auction of earthmoving equipment from the South African National Defence Force and when we spoke to Fiona Johnson about our needs in this regard, she listened," he says. "We needed a new loader with a reasonable bucket size of at least 2 cubic metres and we believed that returning to Bell Equipment was the correct decision as their sales representative struck us as having extensive product knowledge."

Soon the two companies cemented their relationship when Kirsten & Tulleken took delivery of a new Bell L1506E Wheeled Loader at the end of February 2016. With a heaped bucket capacity of 2,3 cubic metres, the Bell L1506E fitted the bill perfectly.

"At our stockyard in George's industrial area, our new Bell L1506E Wheeled Loader stockpiles material and loads incoming trucks, whether they are ours or belong to clients," Anton explains. "We believe that as in any other business, clients should be attended to immediately and so with this new Bell Loader we can do exactly that."

Anton is adamant that the machine hardly ever stands idle as when it is not used in the stockyard, it blends sand, cement and stone for the dry ready-mix concrete the company supplies. "When one considers that this Bell L1506E Wheeled Loader is constantly on the move and working and it still returns fuel consumption figures of only 8 litres an hour, it is really economical, which positively affects our bottom line."



Anton Barnard, Fleet Manager at Kirsten & Tulleken.

Kirsten & Tulleken have high praise for the service they receive from Koos Matthee and his team at the Bell Equipment Customer Service Centre in George. According to Barnard, response time and parts availability are of the highest order. "We had bought the Bell Loader with a standard warranty but with Bell Equipment's attentiveness in mind, we may convert that to an extended warranty to 6 000 hours on the wet drive-train quite soon," he says.

"I can tell you that the whole experience has been a pleasant one from Fiona Johnson's constant business calls to taking delivery and seeing this machine work, and we are bound to seriously consider Bell Equipment when next we replace our yellow machines," Anton smiles.