

# Dual Power units impress at Bell Finlay launch

**Miners, quarry owners and those involved in demolition and recycling of building material all have one thing in common when evaluating running costs – the high cost of fuel.**

With this in mind, Finlay, manufacturer of class-leading mobile crushing and screening equipment, has recently launched a new range of dual powered crushers and screeners through its Southern African distributor Bell Equipment.

The dual power train is a new concept for mobile crushers and screeners and comprises of the J-1175 jaw crusher, C-1540 cone crusher and 694+ inclined screen. These three machines in the diesel/hydraulic configuration are market leaders in their size category with many units already operational across the African continent.

The new dual powered crushers are electrically driven allowing users to run from an external electrical supply with the aim of giving significant savings on energy costs. These machines are also fitted with an onboard gen-set allowing the operator to move and use the machine where there is no electric supply giving the flexibility and versatility of the current standard models.

In applications where a full train is powered by the on-board gen-sets the J-1175 jaw crusher generates sufficient energy to run the 694+ dual power inclined screen for 'free'.

The machines were officially introduced to about 110 customers and staff during a two-day launch at the beginning of July, which included technical presentations and a tour of Bell Equipment's Global Logistics Centre at Jet Park in Johannesburg, as well as a site visit to watch the machines in operation.

Bell Equipment's Director: Sales & Marketing, Terry Gillham, said: "We're proud to say that Finlay has complemented the range of equipment supplied by Bell and our other alliance partners namely John Deere, Liebherr and Bomag. We may be the new kids on the block as far as screeners and crushers go but in the two years we've been associated with Finlay, we've already sold 60 machines of which 48 were screeners and 12 were crushers, making us the dominant player in the market."

Gillham attributes Bell Equipment's success in this segment to the solid support the company receives from Finlay coupled with the appointment of experienced application and sales specialists to advise customers on the most efficient and lowest cost solutions for their particular operations. This has seen Bell Equipment awarded with '3 Crowns' for 2014, the highest achievement of the Finlay 3 Crown Partnership Programme, which is designed to recognise and reward those dealers who are investing in their Finlay dealership and providing a superior customer experience across the board.

In addition the dedicated technical skills have the backing of in excess of R10 million in Finlay spare parts, which are available at the Bell Global Logistics Centre. "Our unit inventory is maintained at R50 million with the aim to increase availability and reduce lead times while our new Customer Service Centres

in Middelburg, Nelspruit, Rustenburg and Kitwe in Zambia are geared to enhance our customers' ownership experience by providing quality support to their businesses," explained Gillham.

A full team of technical support and marketing experts from Finlay's head office in Ireland were on hand to answer any questions relating to existing and the new dual powered machines.

At the live demonstration of the dual powered machines, held at the Afrimat Glen Douglas quarry near Henley-on-Klip, customers were able to watch the Finlay J-1175 dual powered Jaw Crusher, C-1540 Cone Crusher and 694+ dual powered Screener in operation. They also had an opportunity to inspect both the impressive machines and the crushed products at close quarters.

Feedback was positive with customers from as far as Namibia, the Democratic Republic of the Congo, Zambia and Mozambique, added to those from all over South Africa, sharing the same high level of interest in the dual power concept.



"I love the idea of the dual power, especially in our current South African context," says Kinyua Gachoki, owner of Umhlali Quarry in KZN. "I will definitely look to buy one of these units when replacing my current Finlay cone crusher in the near future."

Nico Vosloo and Vossie Vorster of Afrimat KZN said that they operated older Finlay equipment but were impressed with the new range of dual powered machines and believe that the company has applied innovative thinking to produce the dual powered machines.

"I'm very impressed by the new dual powered machines and will look to acquire a similar train to the demonstration units for our business," says Ryno Venter of Consulmet Construction and Mining.

Piet Boschhoff of Brandberg Construction in Namibia brought his grandson Dehann along to the demonstration. They presently run both Finlay 683 and 684 Screeners in a sand mining operation and feel the new Finlay dual powered machines will give them more options to work in remote locations and save money on fuel.

Johann van Heerden of Sand van Heerden in the Free State Goldfields has the last word when he says: "With the price of diesel being what it is, the option to run the machines on electricity is bound to lower our production costs, and a lower cost per tonne is what any machine owner should be aiming at."

