

Coastal Hire Rustenburg goes big with Bell

It's a well-known fact that if you needed a chainsaw or a concrete mixer for a day or a weekend, you could pop down to your local Coastal Hire branch and hire one. But where would you go if you needed a tractor loader backhoe (TLB) for your new pool excavation or even a grader to properly lay out your ambitious lawn tennis court?

Would you believe that if you lived in the Northwest Province's platinum capital of Rustenburg, you could still pop into the friendly neighbourhood Coastal Hire and hire such equipment as well?

The Campher family, who started off in this well-known franchised business in Kimberley, owns Coastal Hire in Rustenburg. "We ran that business for five years before selling it to relatives and moved to Rustenburg," says Dewald Campher, who owns the business jointly with his brother, Roelf, and their parents, Marius and Erika. "Here in Rustenburg we have a much bigger market as we serve the mining, civil construction, swimming pool and do-it-yourself markets all at the same time."

Demand for tools bigger than concrete mixers and power drills soon pointed the Camphers in a new direction they were to take when they bought their first Bell 315SJ TLB. When asked why they bought this particular brand of machine Dewald explains: "My mother's brother, Andre Tulleken in George, runs his own transport company and he has had very good service from similar Bell machines over many years. On his recommendation we bought our first one and have not looked back since."

According to Dewald, their Bell TLBs are very popular due to their versatility and mobility in a variety of applications. Their all-wheel drive capability makes them handy in soft sand when backfilling trenches that have been dug with the backhoe. Cleaning up building sites with a Bell TLB has proved to be a lot quicker and more efficient than using wheelbarrows and spades.

Coastal Hardware in Rustenburg now owns no less than four Bell 315SJ and four newer Bell 315SK TLBs and, judging by the demand for these well-maintained machines that are hired out with trained and experienced operators, they hardly ever spend a full day at the branch.

"Another reason why we chose TLBs manufactured by Bell Equipment is the large and established footprint

the company has in terms of maintenance, repair and spares availability," Dewald adds. "A few of our machines are hired out on longer terms, especially for road construction projects, and to know that we have a Bell Equipment branch with trained mechanics within reach almost anywhere in the country is a big comfort."

One thing the Campher family has done is to listen to its customers. Going beyond hiring out their Bell TLBs, this innovative and business-minded family took the risk and bought even bigger equipment when the demand came for both graders and compactors.

"We bought a Bell 770G Grader at an auction and, as the machine had only done 8 000 hours, we thought it was a good buy," Dewald says. "As the demand was there, we also bought two pre-owned Bomag BW213 DH-4 BVC

Variocontrol Compactors and all three of these machines have given us very good returns stemming from high demand and longer-term contracts."

Dewald is adamant that they would not have invested as heavily into equipment from Bell Equipment had it not been for the guaranteed service and technical back-up they receive. "We have two mechanics ourselves and what we appreciate about the Bell mechanics is that they allow our chaps to watch them work when they do servicing and repairs on our machines, which in turn helps us to better maintain our machines too."

Coastal Hire in Rustenburg is a truly one-stop shop when it comes to hiring almost anything, from the smallest specialist tool to a Bell Grader, with a few choice and up-to-date Bell models in between.



Dewald Campher (left) and Anton Snyman, Bell Sales Representative from Rustenburg.