

# Topping out ceremony for new Bell ELC in Germany

**Committed to global service, in September Bell Equipment celebrated the topping out ceremony of the new headquarters of Bell Equipment Deutschland GmbH in Alsfeld, Germany. Situated on prime land of 3,1 hectares, the 4 700m<sup>2</sup> modern office, workshop and warehouse facilities will be under construction until April 2017.**

Key to the 5 million Euro investment is the new European Logistic Centre (ELC), which is destined to play a decisive role in the ADT specialist's worldwide after-sale business. The development, together with the company's German assembly plant in nearby Eisenach, opened in 2003, will see Bell Equipment holding two strong bases in Central Europe.



*The new headquarters of Bell Germany and the ADT specialist's European Logistic Centre in Alsfeld will be under construction until spring 2017.*

Founded in 2000 as the company's third European branch, Bell Deutschland GmbH is today responsible for the German market as well as the sales and service structures in 20 other national markets in Northern, Central and Eastern Europe.

"Our new headquarters is a sign of continuity and of our commitment to our customers in Germany and Central Europe as well as to our staff here in Alsfeld, with their extensive experience," comments Andreas Heinrich, MD of Bell Deutschland GmbH.

The site of the new facility will be marked by the 3 500m<sup>2</sup> warehouse of Bell Equipment's ELC. Based in Alsfeld since 2002, this central parts distribution centre is the main logistics hub for all Bell ADT operations in the northern hemisphere. Over 12 000 items are continually stocked, covering each Bell truck since 1998, and this is further set to increase with the latest introduction of the E-series Large Trucks.



*Bell Group Chief Executive, Gary Bell (left) and Bell Germany MD, Andreas Heinrich (right) are joined by Alsfeld Mayor, Stephan Paule for the topping out ceremony in early September.*

Focusing on high parts availability, the ELC logistic specialists set up their forecasts in close co-operation with experts from sales and technical support in order to optimise inventory in terms of availability and storage cost effectiveness. OEM parts and components are sourced from the Johannesburg-based Bell Global Distribution Centre or from the company's main manufacturing plant in Richards Bay, South Africa. Other parts are sourced locally from Bell Equipment's European based partners in drive train technology, hydraulics and electronics and regional suppliers of certified wear parts.

On the supply side the ELC is able to effectively cover Bell branches, dealers and end customers in more than 30 countries, with an average availability of 95%, thanks to its central location and short access to air and sea freight hubs.



*Watch the progress: The whole construction process can be followed in real time or as time-lapse documentary on [www.bellequipment.com](http://www.bellequipment.com)*