

Bell appoints Hardrock Earthworks CC as Namibian dealer

Bell Equipment has expanded its independent dealer network with the appointment of Hardrock Earthworks CC as its authorised supplier and distributor in Namibia with effect from 31 October 2020.

"This follows our Bell group strategy to migrate to a dealer model in select markets," explains Bell Equipment Marketing Manager: Sales and Distribution, Llewellyn Roux. "In our experience, working through independent dealers allows us to provide better coverage and support to customers in markets where areas are vast and machine populations are comparatively low."

He continues: "This is due to the synergies found with dealers that have complementary product lines in their stable. They can derive additional revenue streams across different industries and sectors, manage through challenging and cyclical market trends as well as drive higher efficiencies and utilisation from resources critical to superior customer support."

According to Llewellyn, during preliminary investigations Bell Equipment considered various options in terms of potential dealers with the ability to provide the same or superior levels of service experience and support that customers have been accustomed to.

We are convinced that Hardrock Earthmoving is the partner of choice and have full confidence that their dynamic and motivated team is well positioned to meet and exceed our existing customers' needs, while at the same time grow the footprint of our product offering in the region," he said.

Hardrock Earthworks is well established and provides and supports earthmoving equipment to the construction and mining industry along with other supporting product lines, such as mechanical and hydraulic attachments. They also specialise in providing engineering works and services to the market. Llewellyn added: "We are pleased to welcome them to our dealer network and believe the partnership will be beneficial to both parties, but most importantly to our Bell customers in Namibia."

Owner of Hardrock Earthworks, Johan van Wyk said: "Bell Equipment is a highly respected brand in Namibia, and we are excited about the opportunity to add the Bell range of products to our offering. We are working with Bell Namibia to ensure a seamless transition and look forward to building a lasting relationship with new and existing customers by providing high levels of service and support.

"The Namibian construction industry has been in a recession over the last four years and I see that trend continuing for the foreseeable future. That said, Namibia remains a close knit society and the relationships we have built and fostered with clients, with our current employees over the years, and the trust that the Bell clients have in the product ensures us that we will see these times through and emerge more robust.

"Hardrock Earthworks will be able to serve our clients much more efficiently with the availability of an engineering facility onsite. In the past this needed to be outsourced, adding additional cost and time to repairs. Other services that we will include over time will further enhance the client's experience and make us truly a one-stop-shop."

"During these early stages, it was clear that a partnership with Hardrock Earthmoving would deliver benefits for Bell and Hardrock Earthmoving, but most importantly, our customers.



Bell Equipment's Wolfgang Schweiger (right) hands over the official plaque to Johan van Wyk in recognition of Hardrock Earthworks appointment as the authorised dealer for Namibia.

