

# Rewarding loyalty places KEE Group on a strong growth path



*The KEE Group in Western Australia (WA) has taken delivery of twenty-six Bell Articulated Dump Trucks (ADTs) since March 2020 and is well on its way to achieving its goal of being the number one plant hire company in the country powered by Bell ADTs and Hitachi machinery.*

Hitachi Construction Equipment is Bell Equipment's dealer in the Oceania region and Dale Smulders, the Hitachi Perth Sales Representative, looks after the Bell ADT and Hitachi machine sales to the KEE Group. As a company that values integrity and professionalism and looks to provide a complete package to its own customers, it appreciates having found these same qualities in its equipment supplier.

KEE Group was founded in 2008 by brothers Clayton and Damon Spiers and has its roots in Australia's earliest days. The Spiers family lineage in the transport industry dates to 1889 and the brothers themselves have a strong background in transport with over 20 years of experience in low loaders. This rich experience has inspired them to focus on solving problems for the civil services industry in innovative ways, as both thought-leaders and investors in people.

The Group operates throughout the state of WA and has its head office in Perth with depots in

Port Hedland in the north-west of the state and Albany to the south. According to Clayton, the Group consists of four distinct businesses that are interrelated to give KEE customers a one-stop-shop for all their needs.

"We have KEE Hire, which sources the most technologically advanced machines from around the world. We invest in the latest machines from Germany, England, America, South Africa and Australia so that we can supply the most economical machines that have the least impact on our environment and keep our customers coming back for more," explains Clayton.

"With our unrivalled level of service, together with our proven and undeniable track record, KEE Hire has become the hire company of choice. We've worked hard to build this reputation and we are fiercely motivated to keep it, which is why the largest civil, mining and infrastructure project managers

in Western Australia consistently put their trust in us," he adds.

KEE Surfacing provides spray seal, profiling, base course and asphalt laying crews. Damon says: "Since the outset, KEE Surfacing has been a successful partner of every major road project in Perth. We were awarded the contract to lay the largest tonnage road project in the history of WA and have worked on every major freeway project spanning our great state. Our workforce of bitumen and asphalt laying professionals have been hand-picked for their combined experience and vast knowledge, to deliver cutting-edge techniques and safety processes. To work hand in hand with asphalt, we established fully operational profiling, base course and spray-seal divisions.

Through KEE Transport the group provides haulage solutions across Australia and can handle anything

between 1t and 250t across its fleet of 12 low loader trucks and two tilt trays. "As with the rest of our businesses, our equipment and our people are critical to our success and we have a crew of highly skilled operators who are true experts in their field," continues Damon.

The KEE businesses are industry leaders in their fields and KEE Fuel is no different. As an industry leader in onsite refuelling options, it provides comprehensive diesel solutions tailored to customers' needs, which includes direct to machine onsite refuelling, small and large bulk tanker deliveries, and fully managed tank solutions.

"KEE Fuel was created to provide additional value to our customers by giving them the option of having discounted fuel delivered," says Clayton. "In these tough times fuel is a major cost, so in this way we aim to reliably reduce that cost and deliver a competitive advantage to our customers who make use of it. Then, if they were to engage any of the other KEE services such as transport, asphalt or profiling, their savings are magnified. We've created a unique business model that rewards loyalty."

Today the company has more than 150 employees and is very much focused on growth through what it terms 'the KEE Difference'.

"Our unique structure makes the KEE Difference possible because although there are companies providing similar services, there are none that provide them as a complete package or deliver our level of integrity, reliability and professionalism. Our structure allows our business divisions to interact in harmony and provide our customers with increased productivity through the services and synergies that exist between our divisions," Clayton adds.

KEE purchased its first two Bell B40E ADTs, in March 2020. Two more quickly followed in May and another two in August of the same year. "These were part of our hire fleet and were working for mining projects and major infrastructure projects across WA," says Clayton.

In less than two years the Bell ADT fleet has grown to number 26 and comprises of six Hitachi-branded Bell B40Es and 20 Bell B45Es. The ADTs form the backbone of KEE's rental fleet and are hired to iron ore and gold clients for mining or major infrastructure projects such as Metronet.

According to the brothers, KEE and its clients have been impressed with the fuel burn figures on both the B40E and B45E and the fact that downtime is limited. The KEE maintenance

department contributes towards uptime by ensuring regular servicing and maintenance, which is carried out either at one of KEE's depots or on a client's site.

"Within KEE Group we have fully accredited transport and mechanical divisions to provide customers with consistently proven real 24-hour support and access to a highly trained team that can resolve any issues promptly and effectively without the need to rely on third parties that generally do not have the same level of commitment or values. It is our proven reliability to provide 24-hour support that is part of the KEE Difference," says Damon.

In terms of the future, KEE aims to continue to grow and invest in the future of WA. "We opened our depot in Port Hedland just over a year ago to be able to service our clients in the north-west better and this has been a tremendous growth vehicle for our business. Going forward we will continue to look at new markets and other expansion opportunities that will help our existing customers and our customers of the future and we have no doubt that Hitachi and Bell will be part of those plans," concludes Clayton.

