

# the bulletin

BULLETIN - VOLUME 2 - 2019



**Strong Reliable Machines  
Strong Reliable Support**

**BELL**

**HEAD OFFICE - RICHARDS BAY, SA**

Telephone +27(0)35 - 907 9111

**SA CUSTOMER SERVICE CENTRES**

Bloemfontein	+ 27(0)51 - 4327855
Cape Town	+ 27(0)21 - 3809000
East London	+ 27(0)43 - 7321415
Empangeni	+ 27(0)35 - 9072500
eThekweni (Durban)	+27(0)32 - 9471637
George	+ 27(0)44 - 8780930
Jet Park Sales	+ 27(0)11 - 9289846
Kimberley	+ 27(0)53 - 8410710
Kuruman	+ 27(0)53 - 7123072
Middelburg	+ 27(0)13 - 2468900/1
Mthatha	+ 27(0)47 - 5314905
Nelspruit	+ 27(0)13 - 7552110
Newcastle	+ 27(0)34 - 3756190/1
Piet Retief	+ 27(0)17 - 8261523
Pietermaritzburg	+ 27(0)33 - 3869319
Port Elizabeth	+ 27(0)41 - 4863775
Rustenburg	+ 27(0)14 - 5921160
Steelport	+ 27(0)72 - 3460025
Tzaneen	+ 27(0)15 - 3071129
Vryheid	+ 27(0)34 - 9815541
Wolmaransstad	+ 27(0)18 - 5962319

**AFRICA CUSTOMER SERVICE CENTRES**

Harare (Zimbabwe)	+ 263 4 447 374/9
Kitwe (Zambia)	+ 260 962 249 900
Matsapha (Swaziland)	+ 268 251 874 96/7
Mazubuka (Zambia)	+ 260 962 249 900
Oranjemund (Namibia)	+ 264 63 239 432/3
Solwezi (Zambia)	+ 260 962 249 900
Swakopmund (Namibia)	+ 264 (0) 64 463 115
Windhoek (Namibia)	+ 264 61 226 021/2/3

**AFRICAN DEALERS**

KANU

Botswana (Gaborone)	+ 267 395 2291
DRC (Lubumbashi)	+ 243 (0) 82 000 6286

LONAGRO

Malawi (Blantyre)	+ 265 (0) 997 757 938
Mozambique (Maputo)	+ 258 8439 88084

# insidetrack



While 2019 has been a tough trading year in Southern Africa, the strategic diversification of our business, a strong customer service ethos and a loyal customer base has enabled Bell to continue to make an impact in a poor market.

In our feature on sugarcane farmer, Graeme Stainbank, he speaks about the challenges facing the sugar industry. He reminds us that "tough times never last, tough people do" and I think this is important motivation to give us fortitude in these uncertain times.

Going forward, our Bell 2020 Vision for the business is to focus on those factors (customer service, professionalism, etc.) that we can impact on rather than focusing on what we have no control over (Trade wars, Brexit, exchange rate fluctuations, commodity pricing, etc.).

During the second quarter we hosted our Bell 2020 Vision Sales Conference where our sales representatives were given a strategic understanding of where we are going as a company and what new equipment we have available to better support our customers going forward. It was also a time to acknowledge outstanding achievements, which are reported in this magazine.

The Bell 2020 Vision theme was carried through to our Customer Open Days at the Bell Factory and Farm Test Track in August, which are also covered in this edition. A sincere thank you to our strategic partners and those customers who took time out of their busy schedules and helped to make the event an unequivocal success.

Bell has also been the proud recipient of the Exporter of the Year award at the inaugural Exporter of the Year Awards for capital equipment manufacturers and, more recently, the Major Contributor to Innovation and Technological Advancement in KZN Award at the KZN Investor awards.

While the awards recognize our efforts, our ultimate reward is satisfied, successful customers and I would like to thank you for having confidence in our products and services and for your ongoing support of Bell that inspires all that we do. May you have a safe and blessed festive season with your loved ones and we look forward to being of service to you in 2020.

Leon Goosen  
Group Chief Executive

# contents

Carocept joins the Bell family with five B30Es and a Bomag Roller ..... 4

B40Es are the best choice for BB Transport ..... 8

Afriline Civils ventures into timber with four Bell Loggers ..... 12

Bomag fleet gives Inyatsi Construction its competitive edge ..... 14

Fourth generation farmer recognizes similarity and synergy with Bell ..... 17

Customer Open Days give a good overview of Bell and its product offering ..... 20

NCT is chipper about new Kobelco SK260LC ..... 24

Bell celebrates another successful Bauma ..... 26

Growing demand for Mini Loaders' new 13,5t Kobelco ..... 28

Can-Do Timbers has full confidence in John Deere mechanized solutions ..... 30

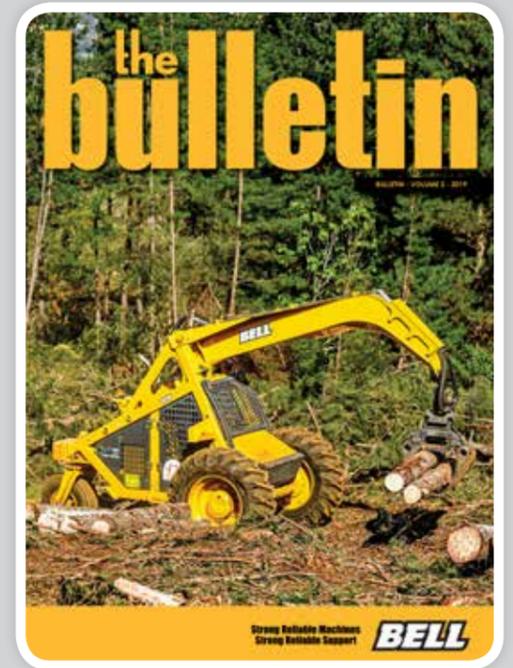
Bell forestry partner presents at Focus on Forestry ..... 34

Sales Team receives '2020 Vision' at Sales Conference ..... 36

Bell brings home Exporter of the Year awards ..... 40

Bell scoops accolades at KZN Investor Awards ..... 41

Bell Promo Shop ..... 42



**Cover picture:** Afriline Civils has ventured into timber. Read about the company's new Bell Loggers on page 12.

Published by the Marketing team for Bell Equipment customers and friends worldwide.

Address correspondence to:  
The Bell Bulletin  
Marketing  
Private Bag X20046  
Empangeni  
3880  
South Africa

T: +27 (0)35 907 9297  
E: bulletin@za.bellequipment.com  
W: www.bellequipment.com



# Carocept joins the Bell family with five B30Es and a Bomag Roller

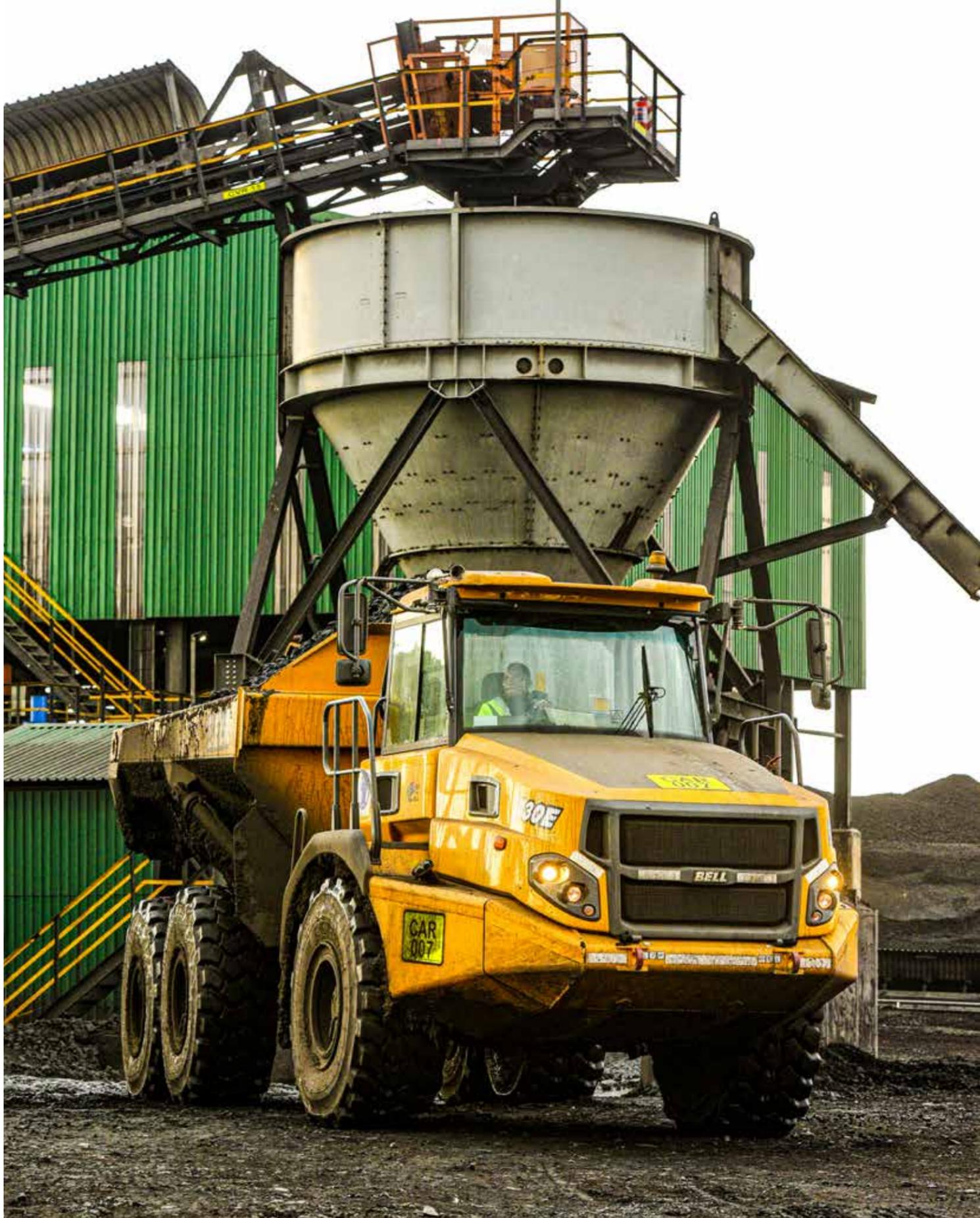
A company that first saw life as a modest venture to render services such as cleaning, security, transport and discard handling to a coal mining group, has shown exponential growth in a short space of time with haulage equipment from Bell Equipment headlining its growing fleet.

Carocept is contracted to work at the Umsimbithi Coal Mine near Belfast in Mpumalanga, which is jointly owned by Lithemba Wonderfontein Coal and Umcebo. Carocept has four directors and the company's dynamic CEO, Nolwazi Qata, fills us in on its origins and structure: "Our company is a nominee of Lithemba Wonderfontein Coal, which

owns 50% of Umsimbithi Coal, and we have been tasked with services on the mine that are seen as non-core mining activities," she says. "To this end, Carocept was founded in Johannesburg in 2016 with me, Tandi Mohale, Lunga Ngcobo and the 'thorn amongst us roses', Bongani Raziya, as directors."



Bell Equipment's Bruce Ndlela presents Carocept CEO, Nolwazi Qata, with a model Bell ADT to commemorate their recent purchase. With them are (from left): Wiseman Sitole (Operations Manager), Aaron Sibiya (Bell Sales Representative) and Bright Zwane (Production Superintendent).



Bell Articulated Dump Trucks haul more, for longer at the lowest cost-per-ton to deliver more on your profit margins.

"Of all our tasks on the mine, coal discard handling promised to be the most daunting as we realised early on that we'd need material haulage and handling equipment for this," she says. "This obviously meant a major capital outlay and you'll appreciate that, as a start-up company, finding that type of serious financial backing wasn't easy."

According to Nolwazi, a major South African bank came to their aid with competitive financing at reasonable rates and the next hurdle was to obtain the correct equipment with reliable technical backup.

"We did some thorough research of our own within the South African yellow machine market and spoke to leading industry players about what we should look at buying as this was our first and somewhat tentative venture into a challenging and competitive market," she adds. "The one name that kept recurring was that of Bell Equipment, which was compounded after we met Bell Sales Representative, Aaron Sibiya."

"It was immediately clear to us that in Bell Equipment we'd found an original equipment manufacturer (OEM) that not only understood our business but had personnel who were patient and knowledgeable and who would be committed to us as customers in the long term. And, as Aaron Sibiya showed, salesmen who were tenacious and simply wouldn't let go," she says with a smile.

Nolwazi also indicates that other important points that warmed them to Bell Equipment were the company's huge local content advantage, expansive footprint with customer service centres, trained mechanics and a comprehensive parts holding as well as the knowledge that purchasing locally would have the downstream benefit of sustaining employment for others.

"Our immediate needs to successfully handle the discard coal service on the mine saw us buying five new Bell B30E Articulated Dump Trucks (ADTs) and a Bomag BW211 Tandem Smooth Drum Roller and these machines were delivered in early May

2019," she says. "They are used to load both wet and dry discard coal from feed-bins and haul it anywhere between 1 and 3,5km to the mining pits, which get rehabilitated as mining progresses in a traditional strip-mining method."

Wiseman Sitole is Carocept's Operations Manager and he is enthusiastic when discussing the new Bell ADTs and Bomag Roller. "We were pleased when Bell Equipment offered training to our 16 drivers and operators who, despite being relatively experienced, were happy to be shown the correct way of handling these Bell B30E ADTs and the Bomag BW211 Roller.

We work two shifts a day and this should see our Bell B30E ADTs clock between 5 000 and 5 800 hours a year, which is in keeping with the comprehensive extended warranties to 10 000 hours that we specified when ordering the equipment. A further confidence booster for sustained uptime is that Bell Equipment undertakes

all maintenance and repair during that time and we have our own Bell-trained mechanic on site, assisting our operators with their daily checklists."

The fleet is further monitored with the Bell Fleetm@tic® monitoring system.

Once the discard coal has been dumped in the pit, a dozer is used to flatten the heaped coal before the Bomag BW211 Tandem Roller compacts it into the mined-out areas of the pit. According to Wiseman, average loads of around 27 tonnes are hauled at a fuel burn rate of 26 litres an hour.

"We feel that this is the start of greater challenges for our small company and we're gearing up mentally for bigger things," Nolwazi says. "Future plans could see us venturing into topsoil mining and getting involved in other mining activities. We are confident that with a trusted OEM such as Bell Equipment in support, the sky is the limit."



**"We are confident that with a trusted OEM such as Bell Equipment in support, the sky is the limit."**

*Nolwazi Qata*

# B40Es are the best choice for BB Transport

**The current boom in the coal mining industry has seen established coal mining companies extend the lives of their existing mines in somewhat innovative ways, often turning old underground works into opencast operations.**

To do this safely they need experienced contractors who appreciate this sometimes hazardous environment and one such contractor is steadily earning a reputation for completing projects on time and on budget.

BB Transport is headquartered in Emalahleni but it wasn't always so. The company had started life as a furniture removals business in KwaZulu-Natal's Glencoe region in 1970 and was founded by the Munro family. This energetic family soon ventured into civil construction, bulk earthworks and quarrying and from there specialised in rehabilitating coal mine discard dumps during mine closures all over northern KwaZulu-Natal, until that work dried up.

"In 2005 the Munro family landed its first contract in the Mpumalanga coalfields when they were tasked with the rehabilitation of old dumps," says Gerbrandt Alberts, BB Transport's Managing Director. "These old coal discard dumps get shaped according to a strict design and, once they are covered in lime and topsoil, grass is planted with the aim of incorporating the dump into the existing topography."

The Munro family's representation now extends to the third generation with Operations Director Alex Munro Jnr, a qualified civil engineer, working with fellow directors, Gerhard Munro (Mechanical), Colly Meintjes (Financial) and Ntombi Mazubane (Non-Executive). Ntombi is a qualified mining engineer.

"By the time I got to know the founders and later generations of this company, BB Transport, in 2006 they had forged themselves into a solid unit with a growing reputation in the Mpumalanga coalfields of integrity and dependable delivery and I was proud to join them," Gerbrandt adds. "It was also around this time that we first bought haulage machines from Bell Equipment when we took delivery of two new Bell B25D Articulated Dump Trucks (ADTs) with tailgates that we used for cleaning slurry dams and containing spills before they could damage the environment."

According to Gerbrandt, they chose Bell B25D ADTs for their robust design and build, facts which have fully justified their competitive purchase price with each ADT now boasting around 20 000 hours of service while still in daily use.

"Our field of expertise has placed us in somewhat of a niche market but to maintain that special place we rely heavily on our vast fleet of yellow machines, which includes excavators from 20 to 120 tons, ADTs, wheeled loaders, dozers, graders, rollers and water carts," Gerbrandt explains. "With our current contract for one of the largest coal mining companies, we've been tasked with rehabilitating areas where potential sinkholes could occur due to former underground board and pillar mining methods."



Gerbrandt explains that this type of operation demands that many cubic metres of topsoil be stripped, hauled and live-placed according to specific procedures before treating sinkholes and stabilising areas where sinkholes could form. This is also necessary because of the underground conditions which apply everywhere that new infrastructure is planned to be constructed to extend the life of the mine.

"When we landed this current contract in 2018, we knew it was time to invest in and deploy new haulage trucks and after receiving very positive pricing from Bell Equipment's Sales Representative, Carel Venter, we felt more than confident in buying four new Bell B40E ADTs. We also knew that due to the speed with which our clients wanted the work completed, we'd be relying heavily on

high utilisation from these new Bell B40E ADTs and we have not been disappointed. Despite some minor technical glitches that were quickly fixed by Bell Equipment, we've enjoyed sustained production from these known workhorses in the Bell stable."

"Unlike most other contracts, here we operate on wet rates and I can say that we've been very impressed by the fuel burn of between 15 and 16 litres of diesel per hour by the Bell B40E ADTs," he enthuses. "Besides the sinkhole rehabilitation, we also construct haul roads, strip and place topsoil, truck and shovel the pre-strip as well as assisting with creating a new box cut. Our Bell B40E ADTs run with large heaped loads of topsoil which is often wet, making this frugal fuel burn all the more pleasing."

BB Transport's fleet of Bell ADTs are serviced by trained personnel from the Bell Equipment Customer Service Centre in Middelburg while under warranty. According to Gerbrandt, Bell Equipment's wide footprint adds to his company's confidence in the marque and spares availability and quick response times makes for a standout feature in dealing with the OEM.

"Coal is such an important commodity right now in terms of both its domestic use as well as earning our country valuable foreign currency when exported. When we consider that we're playing a part in extending the production capabilities of our clients, we're proud to do that, although we rely heavily on earthmoving equipment that delivers as our new Bell B40E ADTs do."

**"...we felt more than confident in buying four new Bell B40E ADTs."**

*Gerhard Munro*



**On site are (from left): Alex Munro (Operations Director), Ntombi Mazubane (Non-Executive Director), Gerbrandt Alberts (Managing Director), Gerhard Munro Snr (Mechanical Director) and Gerhard Munro Jnr (Project Foreman).**

# Afriline Civils ventures into timber with four Bell Loggers

**Life is full of lessons, some learnt easily and others not. When it comes to creating things or harvesting products, you may be advised to have the correct tool for the job at hand. In business matters, you would hear that diligence and patience pays off, with the latter indicating that you could be in for a long haul.**

In one of Cape Town's northern industrial suburbs we find Afriline Civils. Founded in 2008 by its dynamic present-day General Manager, Johan Marais, the company has carved a niche market for itself over the last decade and a bit.

"We operate within the entire Southern Africa region and pride ourselves on tailoring solutions for our clients' individual needs with a hands-on approach," he says. "Projects are professionally supervised and controlled by a management team that is directly involved in planning, operations and post-project problem solving."

Since its inception, Afriline Civils has successfully completed projects in township infrastructure, which includes bulk water supply and reticulation, upgrading existing infrastructure, road

construction, structural concrete and pump stations. Not content with working in urban areas only, Johan and his team of dedicated professionals have successfully ventured into the mining industry, especially in the Northern Cape, focusing on bulk water systems, dewatering, water treatment and pumps, hazardous waste stores and other mining infrastructure. Even the telecommunications sector has benefitted from the company's expertise and enthusiasm where it has installed optic fibre, high mast towers and fine-tuned infrastructure maintenance.

Afriline Civils' core management team consists of Johan Marais, the General Manager, Delaine Fortuin, Financial Director, Morne Marais, Procurement Manager and Liam Fisher, Contracts Manager. All four are shareholders of the company.

Johan, in particular, is a born entrepreneur. Having started Afriline Civils 11 years ago, he is always looking for new opportunities and challenges and when a unique opportunity to source timber recently appeared on his radar, he grabbed it. A historic wine farm in the Somerset-West area had almost 790 hectares of gum and pine forests that it wanted felled to make way for traditional Cape fynbos and so return its property to one where nature conservation ruled supreme.

"We bought the standing timber and have set about harvesting it for local consumption and export as we considered this to be a sound business opportunity," Johan explains. "But, as in our civil and mining operations, we considered it paramount to have the correct timber handling and loading tools and therefore researched the market carefully and asked business associates who are in the know."

"Once we had taken a decision on what equipment to buy, we went straight to Bell Equipment's Sales Representative Fiona Johnson to enquire about buying four Bell 225F Loggers," he adds. "Fiona has been calling on our company for about four years and we've never bought anything from her until now, which in itself is a lesson in diligence and tenacity. She never gave up on us and when the time was right, she could

supply us with the correct equipment, technical back-up and all at a competitive price.

"We took delivery of two of the Bell 225F Loggers in March and the other two in April 2019 and they have made an immediate impact on our production," Johan says. "We've been felling, extracting and processing timber for just over a month and already we've achieved 123% of our targets which we put down to having the correct new timber handling equipment that is designed for this type of work. We also have to give credit to our experienced machine operators who easily took to the new Bell 225F Loggers."

Felling is done manually by several teams with chainsaws. Timber is cut into varying lengths depending on whether it is destined for a local

sawmill or for the export market. Timber was successfully harvested from 27 hectares in the first four weeks of operation.

"We've found that timber harvesting is much like other production-driven disciplines as you have to micro-manage and micro-cost each step of the process on every day," Johan explains. "We really concentrate on the cubic metres of timber we can extract every day and I cannot stress enough the important role that our Bell 225F Loggers play in this as without them we'd be battling."

"We're on a steep learning curve regarding timber harvesting and we're keen to explore what other products Bell Equipment and its Matriarch brand can offer us in this exciting new field."



**Johan Marais (left), GM of Afriline Civils with Delaine Fortuin, the company's Financial Director and Bell Equipment Sales Representative, Fiona Johnson.**



# Bomag fleet gives Inyatsi Construction its competitive edge

Getting work in the field of infrastructural development is a tough task all over sub-Saharan Africa as margins shrink due to fierce competition. The only way to stay in business is to work smarter and to this end an Eswatini-based construction group is relying on sophisticated equipment from its choice original equipment manufacturer to stay ahead of the pack.

Inyatsi Construction Group Holdings was founded in Eswatini, formerly known as Swaziland, in 1982 and the company has since then, successfully completed projects in that country, South Africa, Mozambique, Namibia and Zambia. The company has built a solid reputation in roads construction and rehabilitation, multi-storey buildings, water purification works, shopping malls, airports, bridges, irrigation schemes and township development.

"Ours was the first company in Eswatini to recognise the advantages of working with Articulated Dump Trucks (ADTs) when we bought four Bell B18A ADTs from Bell Equipment back in 1991," says Kevin Grey, Inyatsi's Production

Technology Manager. "Thereafter followed more Bell 18, 20 and 25-ton ADTs and Articulated Haulers across the proven D- and newer E-series. This equipment has formed the backbone of our material haulage fleet for many years on large infrastructural projects and aggregate quarries."

In addition to its fleet of Bell manufactured trucks, Inyatsi has always relied on Bomag compaction equipment sold and maintained by Bell Equipment. This fleet had until recently consisted of Bomag BW212 Smooth Drum and Padfoot Rollers, a Bomag BW24RH Pneumatic-Tyred Roller, Bomag Tampers, Walk-behind Rollers and a Bomag MPH125 Recycler.



**Inyatsi Construction Group Holdings Plant Manager, Donald Bokkelkamp (left) with Bell Swaziland Manager, Charlie Boucher and Inyatsi Construction Group Holdings Production Technology Manager, Kevin Grey.**



"When we recently landed two large projects of a linear nature, we knew that to work smarter we'd need more modern equipment to assist us in meeting tight deadlines," says Donald Bokkelkamp, Inyatsi's Group Plant Manager. "The first project comprised of a 30km long water canal for irrigation water from the Lusip Dam to the Lusip Irrigation Scheme and we bought three Bomag BW211 Smooth Drum Rollers with padfoot clamshells and 30 Bomag BVT65 Tampers that were used extensively to compact backfilled sections where we had built the canal and installed siphon pipes to transfer water from one canal to another."

"A conscious decision to diversify into road surfacing, which includes the manufacture of hot mix asphalt paving, adding value to our already

established road construction repertoire, paid off when we were awarded two major roads projects of 11km and 14km respectively to complete the road connecting the new Mswati III International Airport to Manzini," he adds. "Inyatsi now offers hot mix asphalt, asphalt paving and asphalt patching in Eswatini."

Asphalt manufacturing is not a new concept for Inyatsi as the company has successfully completed a number of asphalt contracts across the African continent. To ensure that this venture will be delivering the high standard of workmanship that Inyatsi is known for, a very competent team using state-of-the-art equipment has been established.



# Fourth generation farmer recognizes similarity and synergy with Bell

**"We're all aware that the sugar industry is going through tough times and I like to tell growers that tough times never last, tough people do. It's a slogan that fits with Bell. Bell is tough and their machines are tough, as we all know," says Graeme Stainbank, a fourth generation farmer and outgoing Chairman of the South Africa Cane Growers' Association (SALGA).**

The Stainbank family started sugarcane farming in 1856 when Graeme's great grandfather bought land in the Yellowwood Park area of Durban, where the Kenneth Stainbank Nature Reserve stands today. The family bought additional land in the Eston area in 1871 to accommodate farm labourers on private land so that they were exempt from paying 'hut tax', which was designed to encourage men to find work on the mines.

By 1950 Durban had developed to the extent that the Stainbank family decided to relocate to Eston where they have flourished. The family split up the original farm over the years as each new generation came onboard. When the farms were split between Graeme's father and his two brothers, his father – a nature lover - took two sections, one of which borders the Gwahumbe Nature Reserve.

Combined the management team has over 120 years of experience in asphalt production and paving. The asphalt plant situated at Sikhupe is a new and up-to-date Ciber iNova plant capable of mixing up to 120 tonnes per hour. The plant is a continuous counterflow type with a pugmill mixer that ensures proper binder coating and homogenous mixes.

The paving equipment has been carefully selected to ensure that it is suitable for all types of applications. At the heart of the operation is a Bomag BF300P Paver fitted with a level control system to ensure that thickness, level and riding quality parameters are met. This Bomag BF300P Paver is capable of paving up to 300 tonnes per hour and can pave widths from 1,7 metres up to 4,2 metres, making it suitable for both highway and township work.

"Proper compaction is vitally important and is ensured with the use of the compacting screed of the Bomag BF300P Paver, which in turn is supported by the use of a Bomag BW141AD50 Vibratory Double Drum Roller with an operating weight of 7 tonnes," Donald explains. "The drum width of 1,5 metres ensures an excellent static point loading of 23kg/cm or 75kN."

The Bomag BW24RH Pneumatic-Tyred Roller rounds off the final compaction. This roller has an operating weight of 24 tonnes, which can be increased to 27 tonnes with additional ballast or weights.

"Further proof of us committing to working smarter can be seen in us buying three new Bell 670G Graders for this road contract and confidently knowing that they will be around for a while afterwards," Kevin adds. "Two of the Bell 670G Graders have been fitted with Trimble laser-levelling equipment and we chose Bell Graders as we believe that they are the most technologically advanced graders on the African market today and ideally suited to African conditions where fuel quality can be challenging."

According to both Kevin and Donald, supporting Bell Equipment in Eswatini is a two-way street as their company can rely on the original equipment manufacturer (OEM) to supply quality parts with good availability and technical support by trained Eswatini mechanics which in turn proves the OEM's commitment to its clients and host country.



"I'm the fourth generation and I have fourth generation families working here with me. My foreman is fourth generation, and his father was my father's foreman, so there are a lot of old family ties," he says.

Graeme graduated from university and worked for the South African Sugar Research Institute (SASRI) for two years before starting to farm in 1991 when the farm neighbouring his father's came on the market. He took a loan as a first-time buyer from the Landbank to purchase the land and put paid to his plans to travel overseas.

Over the next 25 years good fortune saw Graeme add another three farms to his operation. While Graeme has benefitted from neighbouring farms becoming available, he says it is not ideal for the industry that smaller growers sell up as it reduces employment opportunities and shrinks farming communities. He illustrates his point saying: "In my father's time he had 360ha under cane and employed 96 people. Today we have 1 200ha of cane and employ 105 people."

The 1 200 hectares of dryland cane yield an average of 50 000 tonnes. Pivotal to his harvesting operation are three Bell tri-wheeled Cane Loaders, which work 24 hours a day, seven days a week during the 38 weeks of the harvesting season. "These machines just keep going. They only stop for a service. My only regret regarding the Bell Cane Loader is the one that I have sold. I sold one to my brother-in-law thinking that it was near the end of its life and it's still going 12 years later without ever having to do the motor!"

"I've often looked at other loading options available but the Bell Loaders are made for our conditions and I've always chosen to stick to what I know."

Graeme's Cane Loader fleet includes a 1997 and a 2003 model, which return fuel consumption figures of 5,7 litres per hour and have each accumulated over 20 000 hours. The third is a 2018 model 225A Cane Loader, one of the last to be produced before the introduction of the new F-series. This machine is fitted with double tyres for better traction in steeper terrain and uses 6,9 litres per hour due to the more arduous conditions.

About 90% of cane is loaded infield. Haulage to the Illovo Mill, 11km away, is predominantly handled by two tractors pulling tri-axle trailers with a 22t payload.

Graeme has recently completed his two-year chairmanship of SACGA, during which time the unprecedented challenges facing the sugar industry have converged to form a perfect storm creating uncertain times and economic hardship.

Commenting on the challenges, Graeme says sugar tax has had the largest impact, reducing demand for sugar by almost 20% - a loss of 300 000t of local market sugar. With labour accounting for 30% of farming costs, shrinking margins have resulted in a direct loss of up to 10 000 jobs. This margin squeeze has also been particularly hard on our large number of small-scale growers who have been unable to expand or diversify.

With the sugar tax effectively tripling the cost that sugar sweetened beverage manufacturers pay for the product, Graeme says it far outweighs any other sin tax and is grossly unfair. "Manufacturers have been forced to reformulate because no one can take that type of increase on their production costs."

Adding to the unfairness, says Graeme, is the new thinking that sugar could be a natural inhibitor to overeating because of its sickly, sweet taste. "In the countries where sugar consumption is decreasing, obesity is increasing so you have to ask yourself, where is the correlation?"

Imported sugar remains a contentious issue due to the unlevel playing field facing local growers. While imports have dropped significantly from 500 000t to just over 100 000t, Graeme is of the opinion that imports would be inconsequential if they were subjected to a more level playing field. "In recent months we've had a lot of Indian sugar dumped here that is export subsidized contrary to World Trade Organization regulations. We have a surplus removal scheme whereby we export any excess production, which maintains our local price for us. Eswatini and other Southern African Development Community (SADC) countries benefit from the higher local market price without contributing towards the surplus removal. Our immediate neighbours also benefit from our research because a lot of their milling companies are South African-based and get free technology from SASRI without contributing," he explains.

During his tenure Graeme believes SACGA has regained political legitimacy for cane growers, as sugar has been demonized in recent years. Some headway has been made with the various challenges and with building relationships with millers, customers and downstream users. "Although more political than I ever imagined, it has been a good life experience and interacting with the growers has been the best part of the job," he says.

Looking forward, Graeme is confident the industry is on the right path. "Farmers are very similar to Bell, the company, in that we're tough, resilient, adaptive and we're here to stay. Right now, as growers, we're busy finding ways to adapt and

survive. Sugarcane is a magnificent crop. It produces more biomass per hectare than other commodity crop. There's a great interest in cellulosic ethanol from timber yet we 'smoke' them in biomass production per hectare, and when you bring in water efficiency we're even better. It's a wonderful crop. We've just got to adapt to see in which other ways we can use it.

"Like Bell adapted from making Cane Loaders to manufacturing Tractors and other products, we've got to have the same vision in the sugar industry and try and look for other opportunities. In our case it will take a change in legislation because currently growers only benefit from the sale of sugar and molasses. We're actively working on reviewing the legislation to allow growers to effectively benefit from other parts of the crop as well."



# Customer Open Days give a good overview of Bell and its product offering

Over seventy customers from various industries across Southern Africa accepted an invite to the Bell Head Office in Richards Bay at the end of August to gain a thorough understanding of the company, our manufacturing principles and processes as well as our extensive product offering.

The visit included a factory tour to see the technology and processes used by Bell that ensure that quality, world class products leave the assembly line.

Thereafter customers were taken to the Bell Farm outside Empangeni, where Irvine Bell founded the company in 1954. Today the farm is a museum housing some of the tools and equipment used in those early days as a reminder of our roots. It is also the site of the company's off-road test track where engineers put Bell machines through their paces.

A portion of the test track was demarcated into six stations representing our Bell and partner products: Bell ADTs, Bell general construction equipment (Grader, TLB and Wheeled Loader), Bomag, Finlay, Kobelco and Matriarch/forestry. Each station was manned by technical experts for those particular machines who provided a detailed walkaround of the products, answered questions and oversaw the operation of equipment by those customers keen to demo the machines first-hand.

Niekie van der Heever of SPH Plant Hire in Botswana said: "I was blown away by the factory. It was fascinating to see the people and technology that go into making Bell machines and

to see how an ADT gets built. On the test track it was interesting to see the new product lines, like the 620G Grader and SK300LC Excavator.

"I appreciated Bell Equipment's honesty, telling us where they have experienced problems, and their willingness to listen to their customers. Additionally, it was a good opportunity to network with other customers, to hear about issues they have experienced and their solutions."

Director of Business Development at Albion Services in Richards Bay, Natus Berning, was likewise grateful for the experience: "It was amazing, Bell has good, quality products. I learnt quite a few things about the machines that I didn't know so it was useful to learn about features that we don't use but that can add value to our operation."

Echoing the same sentiments, André du Toit of EH in Botswana adds: "It was very interesting and enjoyable. I didn't drive any of the machines but the technical side was highly informative as was hearing about the new models on the market. The factory tour was a real eye-opener, brilliant! It was also good to see that Bell is open to us and any problems that we experience."



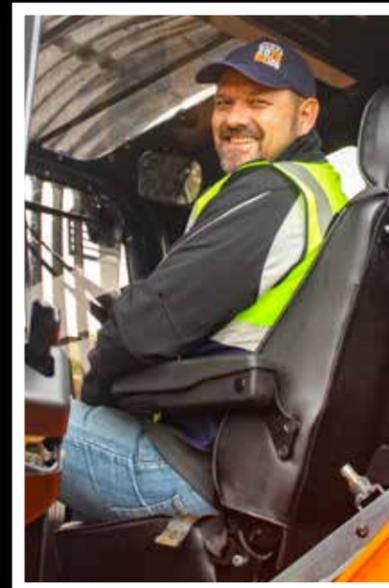
**André du Toit (EH), Bruce Paterson (Kanu Equipment, Botswana), Jacobus Bezuidenhout (Kanu Equipment, Botswana), Gary Bell (Bell Equipment Group Chairman), Niekie van der Heever (SPH Plant Hire), Peter Zunckel (Belabela Quarries) and Ross Jordan (EH) before the tour of the Bell Factory.**



**Hendrik Lubbe (KCS), Russell Cleminshaw (Kanu Equipment, DRC) and Alastair Sully (Bell Equipment).**



**Mpelegeng Machaba (Maloka Machaba Surfacing), Petrus van Zyl (Afrimat), Clifton Roberts (Bell Equipment), Koji Deno (Kobelco) and Seelan Singh (Bell Equipment) at the Kobelco station.**



# NCT is chipper about new Kobelco SK260LC

The NCT Forestry Co-operative Limited (NCT) operation in Richards Bay is an international supplier of hardwood pulp chips. With an annual output of 1,2 million tonnes, it relies heavily on its fleet of Bell haulage tractors and excavator loaders to manage stock in its log yard to ensure a continuous supply of timber to its chipping plants.

A Kobelco SK260LC excavator-based loader, customised for the log yard application by Matriarch Equipment, is the latest addition to the fleet and has made a good first impression thanks to its ease of operation and low cost of ownership.

The NCT operation in Richards Bay comprises of two chipping lines, which together chip 4 000t of timber per day. The operation runs 24 hours for about 360 days a year and accepts timber lengths of up to 5,5m.

Mainly black wattle and gum are supplied to the chipping mills by NCT growers, who are private timber growers. Timber comes from as far afield as Vryheid and Piet Retief and while most is

transported by road on 34t rigs, the KwaZulu-Natal interior near Vryheid and Piet Retief also makes use of rail transport.

Timber is delivered directly to the mills for chipping with the overflow of vehicles directed to the log yard where their payload is offloaded by the excavator loaders and stockpiled for later use.

The chipping mills supply three primary species of wood chips. These are transported to the Port of Richards Bay on a 3km conveyor belt and loaded onto ships bound for the main markets of Japan and China where they are used to manufacture pulp and paper. Biomass, destined for Japan, is also chipped separately from lower grade logs.



**Bell Equipment Sales Representative, Haig Thompson, with Charles Atkins (left) and Ryno Martyn (right) at NCT Forestry's log yard in Richards Bay.**

NCT's Richards Bay operation has been using Bell equipment for 20 years. One of its first machines was a Bell 225A Logger which has "stood the test of time", according to NCT Plant Engineer, Charles Atkins. A second Bell 225A Logger was purchased five years ago and together these machines are used for housekeeping in the log yard and to neaten loads on the tractor-trailers.

The six Bell Haulage Tractors in the fleet include an old Bell 1206, which was bought second-hand in 1999 and has worked over 15 000 hours. A Bell 1766 was added two years later and still provides loyal service. "We installed new cabs on these tractors but engine-wise we've done no repairs," enthuses Ryno Martyn, NCT's Operations Manager.

Four Bell Tractors move up to 800t of timber from the log yard in a 12-hour shift, which involves a short 400m haul to the chipper, passing through a weighbridge along the way.

Rounding off the fleet is a Bell L1506 Wheeled Loader with a 4m<sup>3</sup> wood chip bucket, that is used for housekeeping duties at the wood chip mills. In all this time, the mill has only replaced the wheel hub of the newest 225A Logger a few weeks after it was delivered. "Other than that, we've never had a breakdown on our Bell machines in 20 years. It makes sense to remain loyal to a supplier with a good product and who offers reliable 24-hour service," remarks Charles.

The Kobelco SK260LC excavator loader was delivered in May this year. The customisation work included raising the cab by 1,5m to provide improved visibility of the wood piles, which are stacked up to 5m. From this elevated position, the operator has a better view when offloading trucks and loading trailers.

The cab sits atop a metal box structure on rubber mountings that absorb any bumps and provide a more comfortable ride experience. The conversion also includes operator cab guarding, nose cone and Matriarch's MT1000 grapple, which has a 1m<sup>2</sup> capacity.

"The Kobelco doesn't bounce around like some of the other excavator loaders, it has good stability," comments Charles.

"I thought the tracks would do more damage in the log yard but it isn't bad at all and the staff have become accustomed to operating the machine which is simple to operate. Usually staff are reluctant with new machines but we've had buy-in with the Kobelco. It is a relatively simple, quiet machine with not too many electronics," concludes Ryno.

*NCT Forestry is a marketing co-operative catering to the needs of private and independent timber growers.*

# Bell celebrates another successful Bauma

**With a total of 620 000 visitors from over 200 countries, Bauma 2019 set new attendance records and lived up to its international flavour. Bell executives have given positive feedback of the show and are buoyed by the quality of visitors who represented the heavy earthmoving and mining sectors. Optimistic market perspectives in important global regions further fuelled Bell Equipment's successful Bauma experience in Munich, Germany in April.**

"It was a pleasure for us to welcome visitors, customers and dealers from all over the world," says Bell CEO Leon Goosen. "We had a large turnout from our traditionally strong global ADT market regions such as North America, Europe, Australia, South Africa and Asia Pacific. It was also encouraging to see representation from regions like South America, the Middle East and North Africa where we are creating a strong dealer model and building our brand as a global ADT specialist."

According to Leon, customer interest was very specific this time around: "We received a number of concrete enquiries requesting tailor-made solutions, which will certainly lead to a number of sales and collaboration projects in due course. We anticipate global growth of the ADT market and the positive sentiment at Bauma has reaffirmed our decision to expand our European ADT factory and invest in the continuous development of our worldwide aftersales and customer support organization."



**The Bell Bauma stand gave an impressive snapshot of our comprehensive ADT range offered to all global segments of earthmoving, quarrying and mining.**

Bell Equipment's Bauma line-up emphasized the company's approach to ADT technology and the wide scope of ADT solutions available, comprising of traditional 6x6 models and the newer 4x4 variants.

Bell Equipment's 6x6 range – the largest on the world market with seven models spanning payloads of 18 to 50 tons – was represented by the B20E Low Ground Pressure (LGP) and the B50E ADTs. "Launching the low ground pressure 20-ton truck outside the UK and US served new customers from market segments that don't typically have a use for our larger models," says Stephen Jones, Director: Global Product Portfolio and Marketing. "It's now up to our regional branches and dealers to develop this potential in the construction industry, infrastructure and environmental/energy-related projects."

Exhibiting the B50E, Bell Equipment's largest 6x6 ADT, was likewise beneficial. "Customers were able to make direct stand-to-stand comparisons and recognize that Bell is still setting industry benchmarks in terms of the efficiency and safety of their haulage solutions for extreme off-road conditions. Our 50-ton truck definitely defines Bell as the real ADT specialist because, in addition to

being a well-proven product, it also has the most comprehensive offering of standard features in the industry."

Bauma stands for innovation and Bell once again delivered with the launch of the new B45E 4x4. "As a company we consistently develop equipment solutions in direct response to customer requirements and demands, and our B45E 4x4 is no different. Together with our 30- and 60-ton 4x4 trucks, we now offer customers ideally sized articulated, two-axle all-wheel drive trucks that feature highly efficient driveline technology with safe, all-weather capabilities. Where specific site conditions comply, this 4x4 solution creates interesting, cost-saving potentials when compared to conventional hauling concepts."

Commenting on the show, Stephen concludes: "Bauma is always a highly anticipated event on the Bell calendar and requires a huge investment in planning and resources, as well as a significant commitment from our global sales force, which is well represented throughout the show. We thank all our visitors, customers and dealers who showed support for Bell at Bauma. We appreciate the opportunity to network on a large scale and reach out to our customers in particular."



**Our multi-national experts from Bell Equipment's sales and technical departments provided competent customer support during the seven busy Bauma days.**

# Growing demand for Mini Loaders' new 13,5t Kobelco

Looking back on recent history in the South African plant hire industry it seems that in the mid-1990s every Tom, Dick and Harry had a skid-steer loader.

This is the opinion of Johannesburg-based entrepreneur David Shelley and he should know as he ran a whole fleet of these machines. David hails from a family well versed in commercial construction activities and he first bought a skid-steer loader in 1996. His fleet of machines soon grew and when not in use in the family business, the machines were hired out to other contractors.

"Our machines were hired out to home builders and also for the Schoemansdal Dam in Mpumalanga and later to other contractors doing the development of Dowerglen, a suburb on the eastern side of Johannesburg," David says. "Our skid-steer loaders came with detachable tools which included backhoes for trenching."

As demand for equipment hire grew for heavier work, David found that the backhoe attachments

on his machines could not cope and a client suggested he look at acquiring a small excavator. "This is how I got started with mini excavators, buying a 3-ton machine fitted with a hydraulic hammer that we used to break down parapet walls on on- and off-ramps of the double-decker section of the M1 highway in the centre of Johannesburg," he explains. "The machine was narrow enough to occupy only one lane and had no tail swing, which made it ideal for this type of work."

Mini Loaders Plant Hire soon grew its fleet of smaller excavators to include machines in the 3-, 5-, 7,5-, 12,5- and 15-ton classes until these numbered 24. "When I recently heard that Bell Equipment had become the agents for Kobelco in Southern Africa I was really happy," David continues. "The Kobelco is a well designed and market leading machine,

especially in the smaller tonnages which is where our market lies. With Kobelco previously not really having solid representation here, I was happy to hear that this was now changing. It's great news that Kobelco can rely on Bell Equipment's established and extensive footprint for both sales and service."

Mini Loaders Plant Hire recently took delivery of a Kobelco SK135SR Excavator, which has been in high demand from the get-go. Fitted with a hydraulic hammer, the machine delivers enough inline power to effectively cap driven concrete piles on a large transport infrastructure project for the Johannesburg Roads Agency.

"Smaller excavators such as the Kobelco SK135SR machine are big news in Europe where they are used extensively on urban infrastructure projects," David says. "Here too, the demand for our machine is mounting as with no tail swing, it is compact enough to work in tight spaces especially in urban areas and powerful enough to take on the most demanding of tasks."

"Our operator on this machine, Malcolm Ncube, has adapted easily and being an experienced excavator operator, he speaks highly of the ergonomics of the cab that offers good visibility and has responsive controls."

David has been encouraged by Bell Equipment's willingness to trade older machines for new Kobelco Excavators. "We have no fixed policy on swapping out older machines for new ones, but machine longevity is important for us as is a decent return on investment. Knowing what we do about the Kobelco brand, we're confident that its smaller machines are exactly what we need in terms of our market and with potential longevity in the mix, brought on by proven reliable backup from an OEM/distributor such as Bell Equipment, we're excited at the prospect of owning more of their products," he says. "We are already looking at possibly buying three more Kobelco Excavators in 2019."



Owner of Mini Loaders Plant Hire, David Shelley (left) with his Kobelco Operator, Malcolm Ncube and Bell Used Equipment Manager and Product Manager: Kobelco Excavators, Corné Coetzer.



# Can-Do Timbers has full confidence in John Deere mechanized solutions

**There are said to be many reasons for mechanized timber harvesting with safety being at the forefront. However, at the end of the day increased and efficient production is what counts as the world demands all the diversified products that the wonder of forestry produces.**

Keeping up-to-date with the latest technology is not always easy but a well-known timber harvesting contractor in Mpumalanga has seized the opportunity of deploying some of the most modern equipment in the world in a gum harvesting application.

Cassie Greyling of Can-Do Timbers, based in Barberton, recently took delivery of a John Deere 859MH Tracked Harvester and a John Deere 1910E Forwarder. The former is fitted with a Waratah 616C Harvesting Head with full 360-degree 'through-hose' rotation.

"Our policy on mechanization still stands as a 60:40 split in favour of mechanized harvesting and we had been operating in this particular area near Graskop since 2014 where our contract allowed us to buy a new John Deere 759JH Tracked Harvester and a John Deere 1710D Forwarder," Cassie explains. "Both these machines, which we will keep, have given us excellent service of 30 000 and 20 000 hours respectively. In keeping with our thinking of staying up-to-date, we're excited

about the full potential that our new equipment is yet to reach."

According to Bell Equipment Product Manager: Forestry & Agriculture, Charles Inggs, John Deere's new M-series Tracked Harvesters have revolutionized mechanical harvesting in terms of increased productivity and operator comfort. Their proven and reliable 9,0 litre John Deere engine offers 300HP.

"The engine has changed position whereby the cooling packs are situated at the back of the machine incorporating the variable speed,

reversible, hydraulically driven cooling system fan. The cooler packs swing out making the cleaning and maintenance times a lot quicker. The powered opening clamshell engine enclosure further provides easy access with a working platform for daily service checks and repair as well as access to filters for regular service intervals.

"The new cab on the 800 M-series has 44% more front window area and has 17% more interior space. By doing this, the cab position has moved forward whereby the visibility out to the righthand side has dramatically increased. Further contributing to the productivity increase is the Rapid Cycle System (RCS) integrated into the boom as standard on all 800 M-series machines. A single joystick controls the motion of the boom, stick, and head in a straight, level path. This has equated to a 35% faster cycle time compared to the previous J-series machines. The system can be switched on and off as well as adjusted to meet harvest site conditions," he says.

On the levelling machines, the 800 M-series comes out standard with the U7 extreme-duty undercarriage. This provides for a longer track chain and roller life as well as superior stability on slopes creating better productivity.

"Even though the 859MH Harvester is 10-tons heavier than its predecessor, it still burns only 23 litres of diesel an hour, which has been a pleasant surprise to us but we suspect it's because it really runs at much lower rpm," Cassie says. "The Waratah 616C Harvesting Head swinging through a full 360 degrees also saves time which leads to improved efficiencies."

John Deere's largest 1910E Forwarder shouts out ease of operation for better productivity. It boasts



**“...we’re excited about the full potential that our new equipment is yet to reach.”**

*Cassie Greyling*



**Charles Inggs (left) Bell Equipment Product Manager: Forestry & Agriculture with Cassie Greyling, owner of Can-Do Timbers.**

an innovative rotating and levelling cab where improved operator comfort has been attained. Ergonomic armrests and the Timbermatic™ F-09 automation allows effortless, fingertip control of loader functions. A large expanse of floor-to-ceiling tinted glass and large side and rear windows allow virtually unrestricted all-round visibility.

“We’ve been impressed by the fact that the software in both these new John Deere models is Windows-based, which has made the interface with our own systems so much easier,” Cassie adds. “John Deere’s Timberlink™ and Timbermatic™ monitoring systems help boost uptime while minimizing maintenance and daily operating costs and give us full production and engine performance information via satellite.”

The load bunk on the John Deere 1910E Forwarder is larger than that on the 1710D model and can easily handle a load of 19 tonnes. Can-Do Timbers’ teams though will on average take loads of approximately 12 tonnes as gum is not that dense. An added feature is the ability to adjust the load space with the Variable Load Space system,

depending on what lengths of timber are carried. The V-shaped bottom of the load bunk gives better clearance over rocks and stumps and a smoother ride in rough terrain.

“We work on wet rates and at 14 litres an hour, the John Deere 1910E Forwarder fits our contract perfectly,” Cassie remarks. “As to replacement hours, we do an average of about 6 000 hours a year and we look to replace machines at 18 000 hours as that’s when component replacement starts costing money.”

“Looking back though, with our careful maintenance regimes and the technical back-up of Bell Equipment in Nelspruit, our previous John Deere 759 Harvester had its engine rebuilt at 23 000 hours, which says a lot for the longevity of the machine should it be needed.”

“On the whole, we expect an increase of between 4 and 5% in our productivity and should we achieve that, this whole exercise would have been worth it. Mechanization with state-of-the-art equipment such as these John Deere machines is the way to go.”

# Bell forestry partner presents at Focus on Forestry

**The key to increased productivity in mechanized forestry harvesting, extraction and processing, lies with the operator of any given machine used for this purpose. Machines have become bigger, smarter and faster in the last 55 years, but it is still the operator who makes the difference.**

These are the words of John Deere's Matthew Flood when he gave an eagerly awaited address on the second day of the Focus on Forestry conference held at the Ingwenyama Resort in White River, Mpumalanga in early April.

Matthew, who holds a master's degree in Engineering, is the Product Marketing Manager for John Deere ForestSight in the USA. He had started with the company as a field test engineer on the John Deere M-series Tracked Feller Bunchers and Harvesters. With seven intensive years of experience, he was keen to impart his knowledge and firsthand experience to the more than 300 delegates who attended each day of the three-day event. The theme for this year's event was 'Bridging the technological divide in the African Forestry Sector'.

According to Matthew, major industry changes have occurred from the motor-manual era to the era of mechanization and beyond. As an example, he showed that the width of the grapple on the largest present-day John Deere Skidder matches the length of the first Skidder that John Deere built 55 years ago.

"With our machines getting bigger, smarter and faster, we have vastly increased our productivity but there is upward of a 40% variation between the same size machine in a similar application with different operators. The operator remains the variable. This then leads us to look at technology which needs to be leveraged to assist the operator," he said. "To make machines easier to operate, they must be more precise in the data they collect while the work is being done."

"When the difference between a good and average operator is plotted on a graph, the importance of leveraging technology to raise the standard of the average operator is clearly shown," he said while illustrating this point with a comparative video of how John Deere's trademarked Intelligent Boom Control made a substantial difference in assisting an operator when unloading a timber forwarder.

"Integrating such technology into a business can define how well that business achieves success and how that success can be measured," he added.



**(From left) Barend Cilliers, Barend Steenkamp and Johan Visser, all from J&B Timbers in Eswatini, with Simon Shackleton from John Deere.**



**Brett Hey (left) and Dean Guy (right) from Benchmark Industrial with Anthony Visser (Bell Nelspruit Customer Support Representative).**



**Abongile Pama and Devan Sternberg from Rance Timbers with Daniel van Huyssteen, Bell Equipment's Sales Representative in the Newcastle area.**



**Gareth Campbell with Eunice Mkhwanazi and Thandi Mokoena, both from Matsino Business Enterprises in White River.**

Matthew touched on John Deere's proven and trademarked operator assistance tools which go a long way in achieving and measuring production goals. "Our TimberManager™ is a cloud-based real-time system and it's connected to another of our software systems namely Timbermatic™ Maps onboard a John Deere machine. It doesn't only provide mapping but also gathers production data which it summarises. It connects to machines in the cloud and TimberManager™ can be synchronised across a total fleet of machines." "Timbermatic™ Maps provides real-time data and job status. Green dots show exactly where a certain volume and species is located in an area, which means that this data can be shown in the cab of a forwarder running behind a harvesting machine. Added to this, a plantation owner sitting in his office can view all this data on a tablet or a smartphone."

Finally, JD Link still provides the core of machine information telematics. It can be used to measure machine efficiencies, collect data and even receive software and firmware upgrades sent from a remote site.

Ashley Bell, Bell Equipment's Product Manager for Forestry and Agricultural Products commented on

the importance for Bell Equipment to attend conferences such as Focus on Forestry: "It's important for us to be at these conferences to stay in touch with what the industry is thinking and to see trends in the industry so that we are able to offer equipment solutions to meet the specific needs of our own client base."

"Contractors come from all over Africa and having so many major contractors and clients present at one gathering is also a good opportunity for us to show the industry what equipment we currently have on offer."

"Our alliance partners in forestry – John Deere, Waratah and Kobelco – play an important role in bringing new technology from the rest of the world. We appreciate the role that they play and work with them, while also developing our own products, to find the ideal product and technology mix for our local industry. And, of course, it presents a good opportunity to network with our existing and potential clients."

On show at the Bell Equipment stand was a new Bell 225F Logger, a Matriarch FASTfell Harvesting Head as well as a Waratah H414 Processing Head.



# Sales Team receives '2020 Vision' at Sales Conference



The highly anticipated 2019 Bell Sales Conference surpassed all expectations by bringing together the Bell Equipment Sales Africa (BESA) sales team for a business update and product presentations and provided an opportunity to get up close and personal with a good cross section of our product range at the Bell Farm. Top achievers were also acknowledged at a traditional awards dinner.

Themed 'Bell 2020 Vision', the conference took place in Richards Bay and got underway on Wednesday 14 August with an informative factory tour by the Production and Engineering teams. Although some sales representatives have accompanied customers to the factory, for many it was their first visit in several years and they were impressed by the ongoing passion to listen to our customers and efforts to improve our equipment. This has been achieved by investing in machining centres in the factory to speed up build time, focusing on improving manufacturing and assembly build quality, introducing new robotic equipment and improving the quality measuring and feedback processes.

### Presentation day

The Premier Hotel Richards hosted a day of presentations during which BESA Sales Director Mark Hughes and BESA MD, Duncan Mashika, welcomed everyone and shared the company's

vision for 2020. The message was to focus on what can be changed, such as product quality, communication, customer service, work ethic and work rate and the level of professionalism rather than on what we have no control over (commodity prices, economic uncertainty, politics etc.).

Thereafter the delegation was given feedback from Product Managers and strategic partners on new products, including conveyors that are been introduced to the Finlay range, the new Bell 620G Grader and the Generation 10 SK300LC Excavator.

The afternoon session was largely dedicated to break-away sessions whereby six groups each discussed industry-focused questions relating to their particular field of expertise. Industries included: aftermarket, agriculture, mining and quarrying, plant hire, the public sector and roads.



For 2018, for the first time, awards were presented to the top salesperson in terms of both invoiced sales and unit sales as well as for top unit sales for each of the brands that Bell represents in Southern Africa. The 2018 award winners were as follows:

<b>Salesperson of the year 2018 (invoiced sales)</b>	Vernon Johnstone
<b>Runner-up</b>	Kobus van Niekerk
<b>Salesperson of the year 2018 (unit sales)</b>	Fiona Johnson and Luc Hannan
<b>Top Bell unit sales 2018</b>	Vernon Johnstone
<b>Top Kobelco unit sales 2018</b>	Clifton Roberts
<b>Top Finlay unit sales 2018</b>	Eric van der Merwe
<b>Top Bomag unit sales 2018</b>	Fiona Johnson
<b>Top John Deere unit sales 2018</b>	Luc Hannan
<b>Top Matriarch unit sales 2018</b>	Charlie Boucher
<b>Most improved Salesperson 2018</b>	Rickus Erasmus
<b>Region of the Year 2018</b>	Zambia



After the awards presentation, guest speaker Femi Adebajji, a customer service and organization excellence expert, used the example of Kodak to illustrate how organizations need to keep adapting to stay relevant in an ever-changing landscape. Kodak was the leading supplier of photographic film in America in 1976 but because it failed to embrace the onslaught of digital photography for fear of hurting its film business, it was forced to file for bankruptcy 40 years later. "In a changing world what worked yesterday might not work today and might be irrelevant

tomorrow," he warned. "It's not about how good we are, it's about how good we want to continue to be."

Femi also spoke about the need for organizations to build a culture of excellence in everything that they do, where the customer is placed at the centre before, during and after the sale. He said that the survival of businesses depends on their ability to create a high-performance culture that is both customer and value focused while also being agile and adaptable.

"Be distinct or extinct," was his closing message as he motivated the Sales Team to profoundly differentiate themselves through the customer experience that they provide.

#### **Friday field day**

The Bell Farm test track was the venue for the Friday programme where each of six working sites were dedicated to Bell ADTs, Bomag, John Deere, Kobelco, Finlay and Matriarch/Bell (forestry). Each site was manned by a technical specialist who

gave sales representatives a walkaround of new and existing products while sharing information about machine performance, maintenance and reliability features. They also had the opportunity to operate several of the machines on display.

After an alfresco lunch at the Bell Farm everyone headed back to their respective parts of the country, armed with the knowledge and enthusiasm to achieve the BESA 2020 Vision.



# Bell brings home Exporter of the Year awards

Bell Equipment won Exporter of the Year Award (Large category; turnover >R200 million) and was runner-up in the Exporter of the Year Africa Award (turnover >R100 million) at the inaugural Exporter of the Year Awards for capital equipment manufacturers held in Johannesburg at the end of May.

A collaboration by the South African Capital Equipment Export Council (SACEEC) and Specialised Exhibitions Montgomery, the awards formed part of the Southern African Local Manufacturing Expo. SACEEC CEO, Eric Bruggeman, said: "It is fitting and certainly no mere coincidence, that the first-ever SACEEC Exporter of the Year Awards took place at the Local Southern African Manufacturing Expo. The Expo is the perfect showcase for the vast array of products available from local manufacturers. There is a wealth of talent in Southern African manufacturing and SACEEC is thrilled that the industry is being placed in the spotlight. There is no doubt in our minds that the quality and innovation being exhibited at the Expo equals, and even exceeds, that which is available on the global stage."

"The SACEEC Exporter of the Year Awards allow us to further recognize the supreme efforts invested by a number of these local manufacturers. There were a large number of entries, all of which are notable by their focused drive to provide products that are characterized by out-of-the-box thinking, coupled with careful and systematic attention to detail. Selecting the finalists, and later the winners,

was an extremely hard task since all qualifying companies have excelled in their respective field of expertise."

Charlene Hefer, Portfolio Director for Specialised Exhibitions Montgomery commended the award winners for their sterling efforts "in putting South African manufacturing on the map".

Bell Equipment has achieved this by exporting its products to over 80 countries worldwide. "Exports account for about 40% of turnover and our exports increased year-on-year from 2017 to 2018 by 19%. We're also proud that our exports have 70% local content and we are always looking at ways to increase this," said Stephen Jones, Bell Equipment Director: Global Product Portfolio and Marketing.

"Manufacturing is one industry that has the single greatest potential to make a massive difference to our economy and level of unemployment so we appreciate attention that the Expo and the Exporter of the Year Awards have focused on the sector and are proud to have received these awards for our role," he concluded.

Bell Equipment Group Marketing Manager, Stephen McNeill, accepts the Exporter of the Year Award (Large Category) from SACEEC Chairman, Benny MJ Jiyane.



# Bell scoops accolades at KZN Investor Awards

Bell Equipment won the 'Major Contributor to Innovation and Technological Advancement in KZN' category and was a finalist in the 'KZN Investor with a Global Footprint' category of the inaugural KZN Investor Awards, held at the Durban ICC on 12 September.

Hosted by the KwaZulu-Natal Economic Development, Tourism and Environmental Affairs Department (KZN EDTEA) and its agency, Trade and Investment KZN (TiKZN), the awards formed part of the much-publicized International Investor Conference. The awards served to acknowledge the efforts of those investors and businesses, both local and international, that have shown ongoing commitment to the province through their significant economic contributions and job creation efforts.

Bell Equipment Group Chief Executive Officer, Leon Goosen, said: "Bell was established in KZN some 65 years ago and we owe our success to the guiding principles of our founders, the support of our customers and the commitment of our employees. This has enabled our economic investment and

we are extremely proud of the job creation efforts, supplier development and social economic development initiatives that we have created over six and a half decades."

"Our company is driven by our passion and commitment to innovation and the technological advancement of our manufacturing process and our products so the 'Major Contributor to Innovation and Technological Advancement in KZN' award is particularly special to us. Winning awards is never the aim behind what we do at Bell but we appreciate the recognition of our efforts and hope that it motivates other companies to invest in our province and our country, and to make the most of opportunities that come their way."



# Bell Promo Shop

**Parker Pen**  
Gunmetal  
Product Code: PR0930461  
**R355**



**Hunting Knife**  
On Request Only  
**R4800**



**Hot Choc Mug**  
Product Code: PR0932695  
**R66**



**Ladies Cosmetic Bag**  
Various Colours  
Product Code: PR093817  
**R100**



**Ladies Overnight Bag**  
Various Colours  
Product Code: PR0932688  
**R290**



**Tourista - Backpack**  
Black  
Product Code: PR0930121  
**R285**



**Silicone Keyring**  
Product Code: PR0932365  
**R35**



**Keyring/Bottle Opener**  
Product Code: PR0930485  
**R45**



**Cooler Bag 12 Can**  
Yellow & Black  
Product Code: PR0932712  
**R155**



**Belts**  
Black/Brown  
Leather Stitch/  
Burnished  
**R255**



**Mens V-Neck T-Shirt**  
Product Code:  
Black: PR0932869  
Grey: PR0932877  
**R120**



**Mens Golfer**  
Sky  
Sizes: S - 5XL  
Product Code:  
PR0932933  
- PR0932940  
**R240**



**Leatherman - Skeletool**  
Product Code:  
Skeletool  
**R1500**



**Power Bank**  
10 400 mAh  
Product Code: PR0932731  
**R380**



**Cooler Box 20 litre**  
28cm x 29cm x 41cm  
**R850**



**Mens Body Warmer**  
Slaz Reversible - Grey  
S- 4XL  
Product Code:  
PR0932605  
**R455**



**Mens Katavi Jacket**  
Softshell - Black & Grey  
S- 4XL  
Product Code:  
PR0932784  
**R950**



**S5 Turbo Vellie**  
Tan  
Sizes: 5-10  
Product Code:  
PR0932760  
**R670**



**Card Holder**  
Product Code:  
PR0932941  
**R255**



**Caps - Camo Design**  
Product Code:  
PR0932714  
**R66**



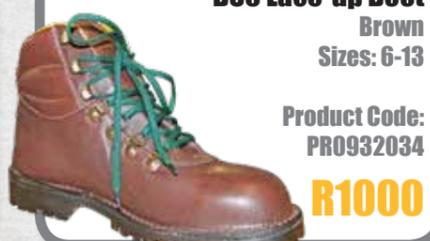
**Hats**  
Leather  
Breezy/ Tan/ Oxblood/ Oxblood Fold Up  
**R355**



**Town & Country NSTC**  
Sizes: 6-13  
Product Code:  
Brown: PR0932094  
Tan: PR0932104  
Black: PR0932114  
**R995**



**BS6 Lace-up Boot**  
Brown  
Sizes: 6-13  
Product Code:  
PR0932034  
**R1000**



**FS3 Pull-up Boot STC**  
Brown  
Product Code:  
Brown: PR0932124  
Black: PR0932144  
**R885**



**Logger Scale Model**  
Wooden  
Product Code:  
PR0932620  
**R465**



**ADT B45E Scale Model**  
Product Code:  
PR0932739  
**R750**



**ADT B60E Scale Model**  
Product Code:  
PR0932740  
**R950**



**NEW** **Promo Shop introduces online ordering!**  
Go to our website [promoshop.bellequipment.com](http://promoshop.bellequipment.com) to start shopping!  
• Select the colour and/or size of the items you wish to purchase and 'add to cart' • When you have finished shopping proceed to 'checkout' • Fill in all your details and 'place order' • The Bell Promo Shop will confirm availability via email • Use your enquiry number as a reference for your transaction via EFT  
• Any changes to your order can be communicated via email  
*Online system replaces telephone and email orders.*

# Season's greetings to all our Bell Bulletin readers

As this is the last edition of the Bell Bulletin for 2019 we would like to take the opportunity to wish all our readers a safe and peaceful festive season and best wishes for the New Year.

Thank you for your support during the past year. We trust that you have enjoyed reading our publication as much as we've enjoyed putting it together for you and we look forward to bringing you more inspirational stories in 2020.

The Bell Bulletin Team

The Bell logo is displayed in a bold, italicized, black font with a white outline, set against a dark background.