



**Forestry & Agriculture**

---

• **CORPORATE BROCHURE** •

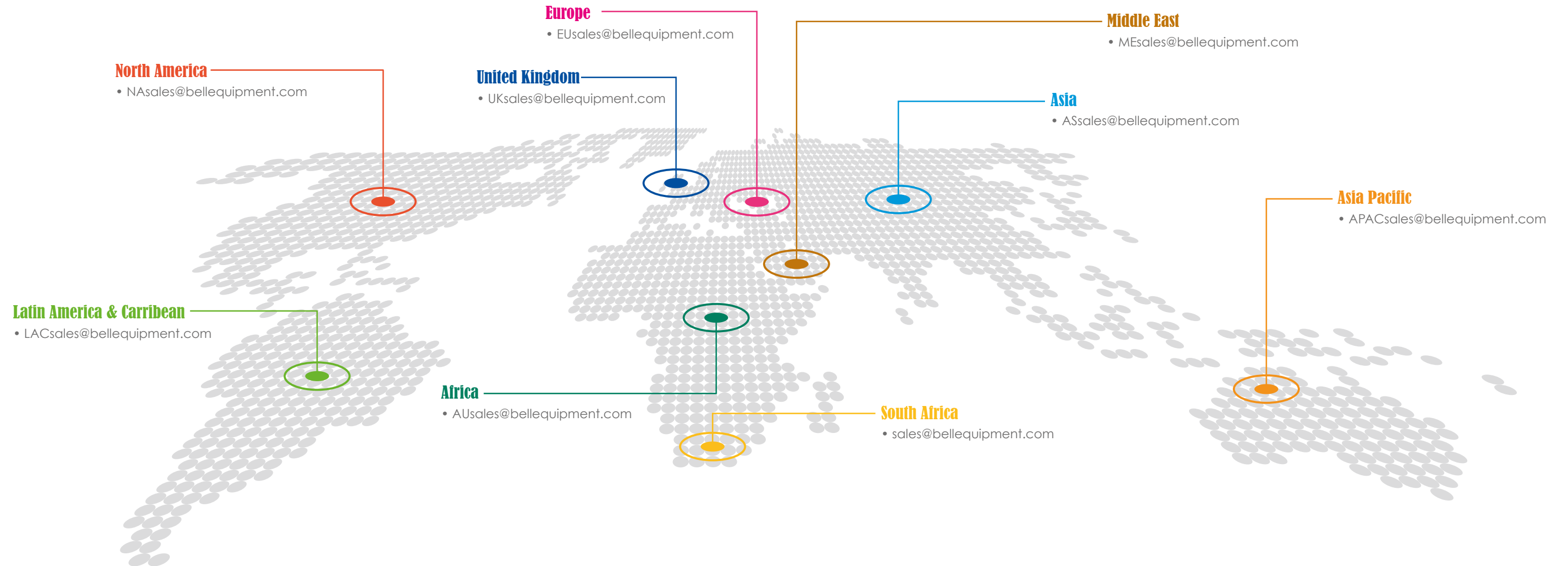
---

**Strong Reliable Machines • Strong Reliable Support**

## Our Commitment

---

- At Bell we have learnt that by valuing the contribution of every one of our people, we have all been able to grow; that everyone in the team can and does make a difference.
- Our customers will receive quality in everything we do. This commitment to our customers distinguishes Bell excellence. It is a continuous process of achieving improvements which results in an equitable attainment of customer, supplier, shareholder and employee expectations.
- Bell products fulfil haulage and materials handling needs across many industries and are designed and manufactured to fulfil the needs of our customers and markets. All our activities are conducted in a spirit of fairness, honesty and integrity.
- Through listening we are able to produce innovative equipment that matches our customers' needs. We will continue to expand our international distribution. We are proud of our heritage and will provide opportunities for all our people in a safe and healthy environment worldwide.



## Proudly Africa's own first choice

Bell has leveraged our proud African heritage for the benefit of our global customer base by taking the heavy demands of local conditions and our customers' priorities to build machinery that can go the distance in hostile environments. In addition to being durable, Bell machines are fuel efficient and economical to run.

Importantly, wherever Bell machines go to work, there is a Bell support team close at hand. Our strong, reliable support network includes independent dealers and Bell-owned service centres as well as a team of experts strategically located across the globe and supported by our factories in South Africa and Germany.

## American Logistics Centre (ALC)

The ALC, Bell Equipment's modern logistics centre in North Carolina, provides professional parts support to North American and Canadian customers.



## Global Logistics Centre (GLC) and Gauteng Hub

Well positioned in Johannesburg's industrial area, on the doorstep of Africa's largest airport, Bell Equipment's Gauteng hub provides an ideal springboard into the African region while the company's neighbouring Global Logistics Centre delivers worldwide parts support and houses a machine and component reman facility.



## European Logistics Centre (ELC)

Bell Equipment's state-of-the-art European Logistics Centre is the central European parts hub offering world class customer service and support.





## Built on a strong family heritage

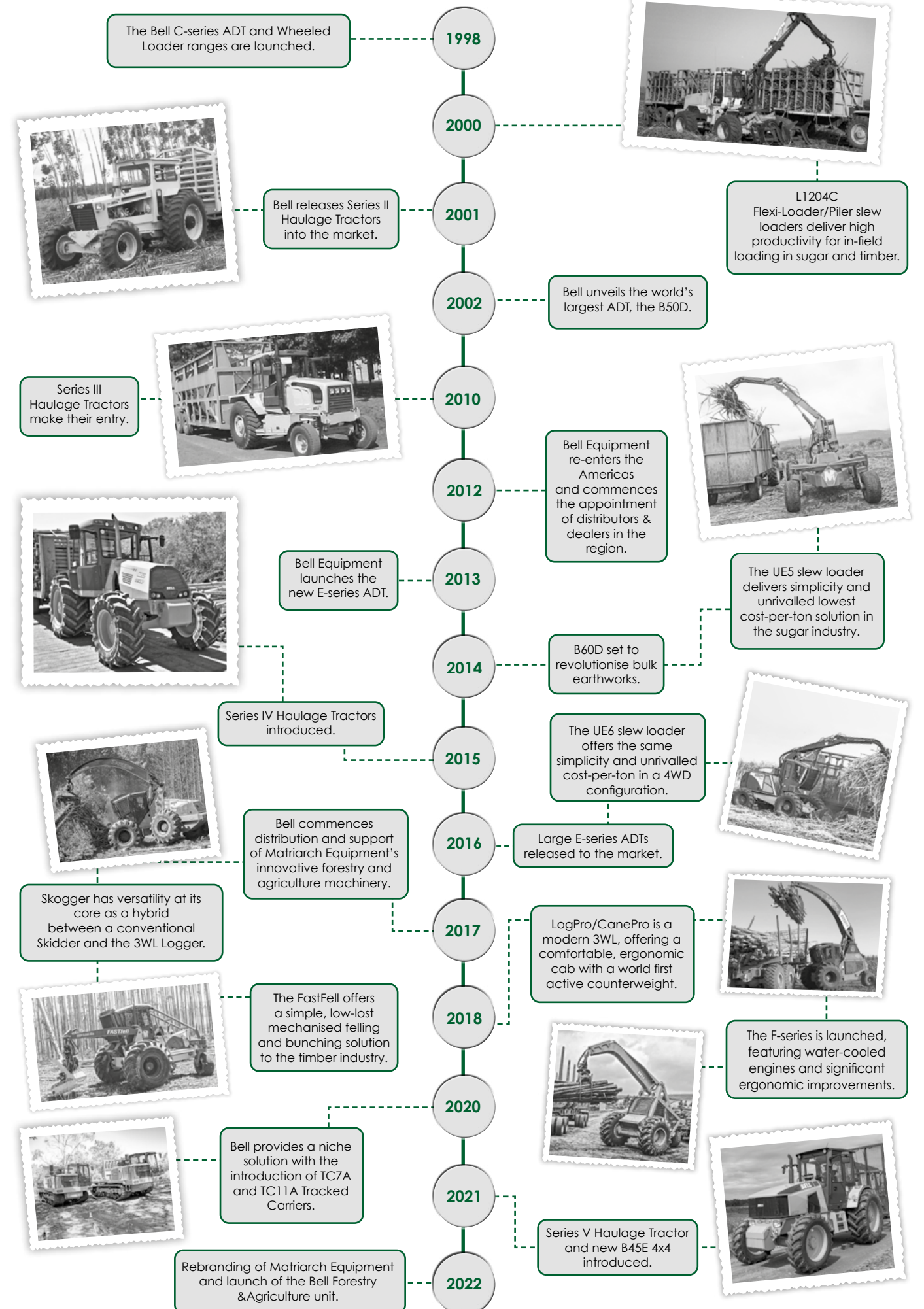
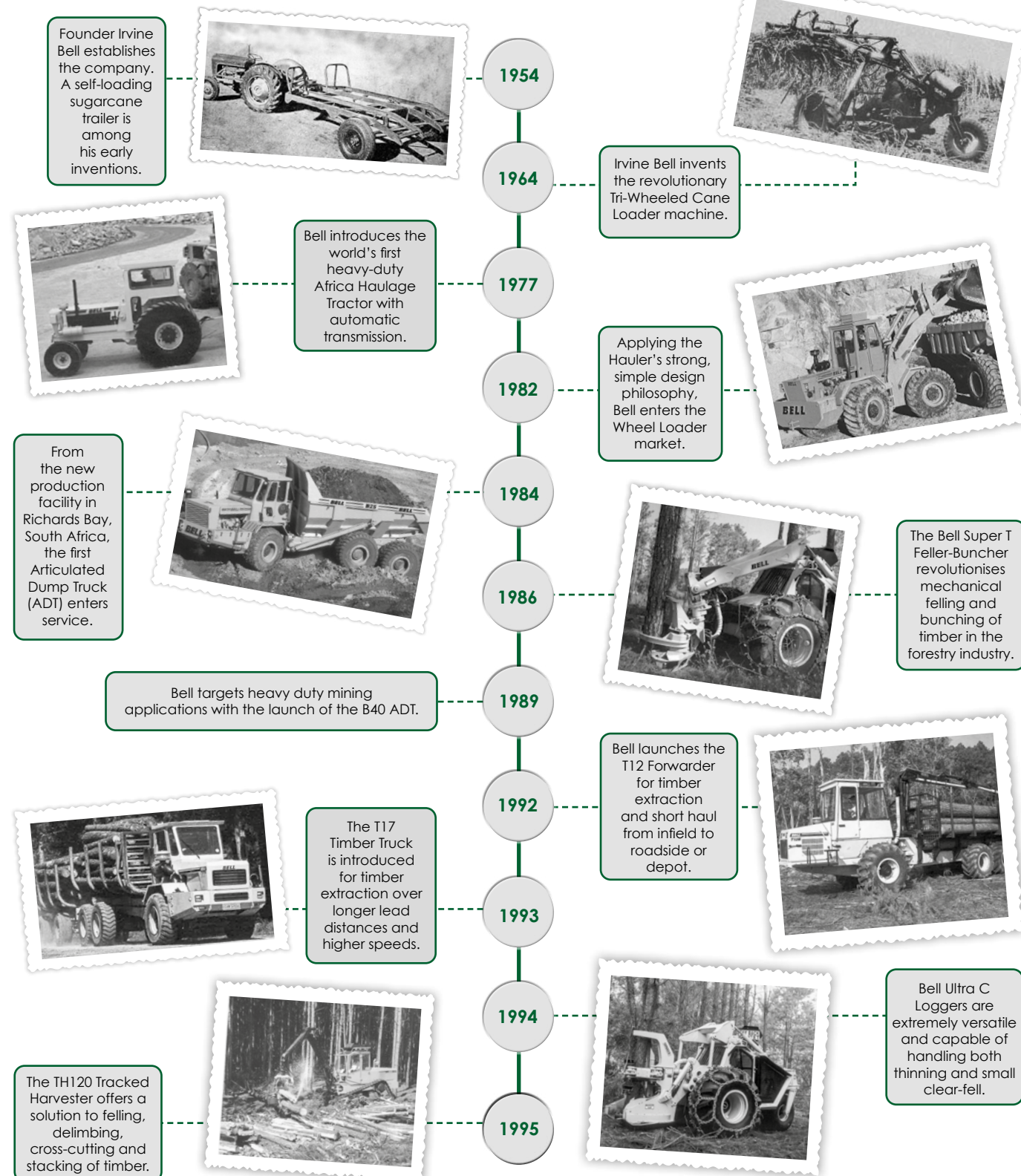
Bell Equipment, founded in 1954 as a family-run engineering and machinery repair shop, has grown into a world leader in the off-highway truck and hauler business and is home to some of South Africa's proudest products.

Bell is the brand of choice in Africa for a wide range of mining, construction, road building, material handling, forestry and agricultural equipment.

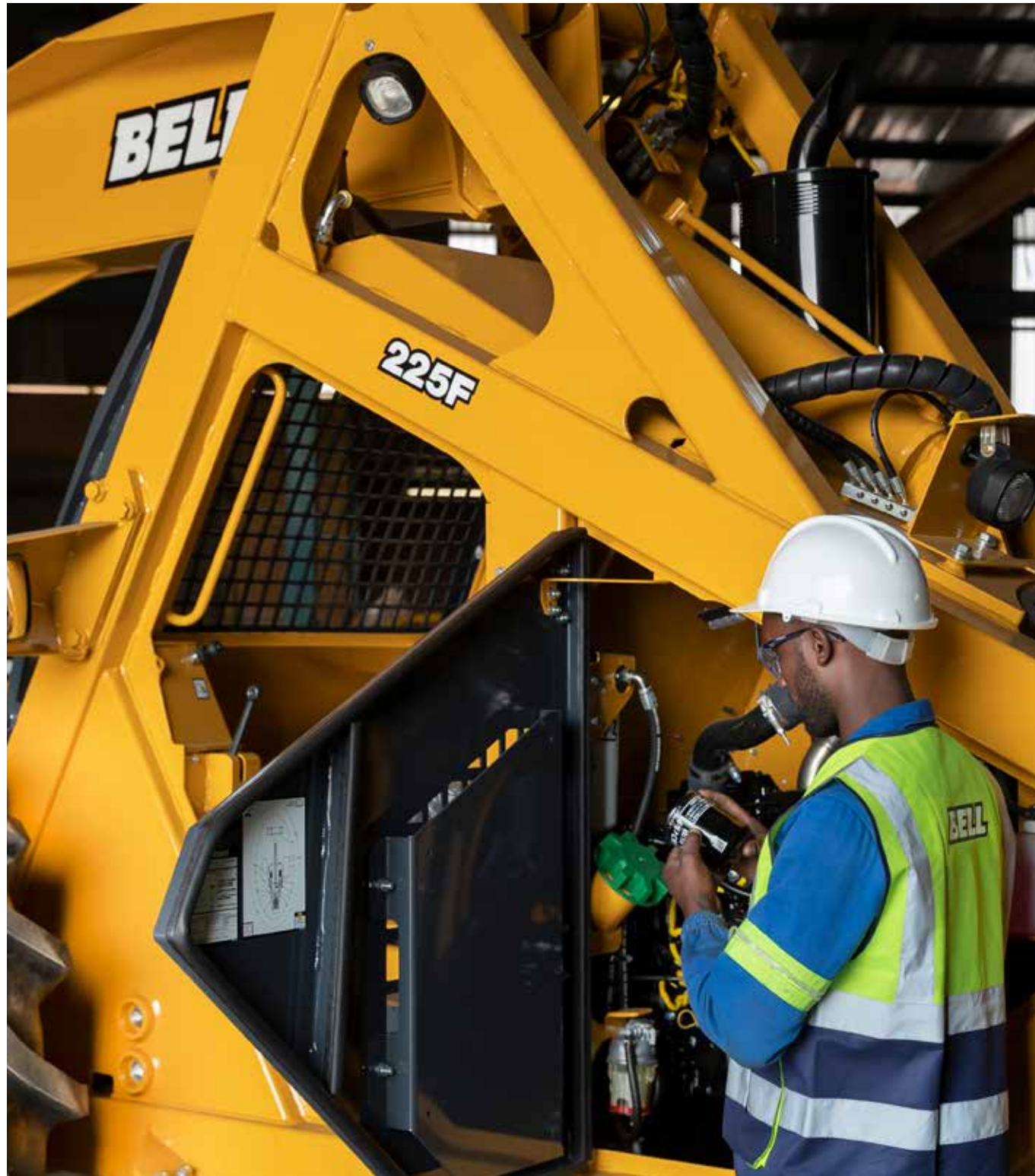
Designing, manufacturing and distributing heavy earthmoving machinery for over 65 years, Bell builds machinery to endure in harsh conditions while providing an exceptional return in terms of both productivity and operating cost.

Importantly, wherever in the world you may be, customers can rely on total support, from finance and service to spare parts and logistics, provided by our comprehensive and dedicated network of customer service centres and independent dealers.

Our team of more than 3 000 people worldwide continues to be inspired by the course set by our founder, Irvine Bell - to put integrity first in all we do, to embrace innovation in seeking better customer solutions and to live a culture of care for others, especially our customers.







## Built in Africa for the world

Commissioned in 1984, the current Richards Bay factory in South Africa is the heart of the group's engineering and manufacturing operation. From here the iconic tri-wheeled Bell Cane Loaders and Loggers, and the Series V Haulage Tractor are built for customers around the world.

Derivatives of our globally renowned Bell ADT, namely our 4x4 Articulated Haulers and Timber Trucks, are also manufactured onsite along with our innovative, high production equipment such as the UltECO Slew Loader, CanePro, LogPro, Skogger and FASTFell.

A modern facility in nearby Felixton augments manufacture by producing grapples and low volume machine conversions.



## Real broad based economic empowerment that's helping uplift Africa

Designing and manufacturing a large part of our range in Africa supports a chain of activity that adds massive value to the South African economy. This starts from the steel that we use, mined and refined locally, and continues with the thousands of jobs created in our factory and Customer Service Centres across Africa as well as those in our suppliers' factories.

Around South Africa there are some 900 companies that support us and benefit from the products and services we provide - from our bankers and insurance companies to our material suppliers. The greater Bell family goes way beyond the people directly employed by Bell.





## Count on our people to make the difference

Caring for our customers is a way of life for Bell people. Applying basic family values to our business, like valuing everyone's contribution, creates a strong team spirit. It's a spirit that is focused on satisfying the customer. Every team member appreciates that while they individually may not serve customers directly, it takes everyone's best effort to win the business. It's a core value from our mission statement that customers receive quality and excellence in everything we do. Bottom line - you can count on Bell people to go the extra mile for your business.

## How we better meet your needs

The search for answers begins with listening to customer feedback, understanding the issues and then innovating solutions, in a constant cycle of improvement. So, while innovation is a key ingredient in most solutions, inspiration can come from diverse sources. For instance, our engineers keep a close eye on developments in all allied industries. By selecting and applying leading technology Bell has kept our equipment performance on the cutting edge. Likewise service delivery improvement ideas often come from looking beyond the machinery business. 'Out-of-the-box' thinking helps us find better ways to serve you.





## Haulage Tractors - a Bell original to this day

Over 45 years of experience in designing and manufacturing purpose-built Haulage Tractors has enabled us to evolve this product to deliver the best features to our customers. Built from the ground up to match the extreme hauls they are expected to deal with, many of our older Haulage Tractors are still at work, some with over 100 000 hours on the clock. It means we probably over-designed them; tough for us, bonus for the owners.

The latest models continue to feature heavy duty construction with a full-length steel chassis and modular built-for-hauling components. Our Series V has a turbocharged, common rail 6,8l diesel powerplant and a superior cooling package to meet and exceed customer expectations.



## Versatile Tri-Wheelers - ageless agility

The Tri-Wheeler handling machine was Bell Equipment's founding invention and remains the lowest cost solution in many rough-terrain handling applications. The simple design effectively provides unrivalled manoeuvrability and economical operation, and helped to first associate the Bell brand with strong, reliable, quality products that continues today.

Whether it's the forklift models for industrial and agricultural applications or the all-round Versalift handler with quick changing implements, this versatile workhorse offers the perfect solution for a wide range of work.

Evolution to the current F-series has seen advancements in the critical areas of safety, ergonomics and reliability combine to improve productivity, while moving to a water-cooled engine has significantly reduced noise emission levels.





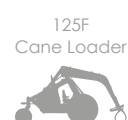


## Agri Equipment - innovation for applications

Farming needs have changed over the decades, and we've responded with continuously innovating crop handling equipment. Designed to meet the demands of modern farming practices, they uphold the original philosophy and intent of Bell Equipment - to listen to our customers and innovate efficient, lowest-cost-per-tonne solutions.

The Tri-Wheeler cane-loader was Bell Equipment's first production machine which has continued to be a sought after product for general sugar cane handling and loading.

The UltECO6 Slew Loader provides a niche solution to harvesting operations that use the industry-leading controlled traffic method to reduce soil compaction. The CanePro successfully upsizes the concept of a tri-wheeled machine to provide an economical, high production unit suited to larger estates.

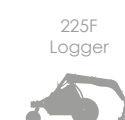


## Forestry Equipment - meaningful mechanisation

Bell forestry equipment is purpose-built for forestry operations that require a simpler system with low capital outlay, and ultimately, lower cost per tonne. Since the advent of the Tri-Wheeler Logger in the 1960s every product is the result of customer input, wise guidance and youthful energy.

The Skogger timber extraction and loading machine can be fitted with a felling head and winch for greater versatility. Working in tandem with any felling machine, growers and contractors benefit from a well-balanced mechanised system that is economical and simple to run.

Like its agricultural counterpart, the LogPro is a new-age tri-wheeler that has been designed with enhanced safety, operator ergonomics and productivity in mind. Completing the offering is a range of robust grapples to provide a solution for all applications.







## Articulated Haulers - the world's absolute ultimate 4x4s

For light agricultural haulage applications there are plenty of farm tractors, but for really heavy duty jobs you need a Bell 4x4 Artic Hauler. These purpose-built investments are designed to pull the heaviest loads and tackle the toughest agricultural jobs, from pulling large scraper pans, deep rippers and heavy-duty disc ploughs to hauling massive land-trains and bottom dump carriers.

Simply put, these machines are in a class of their own. Sharing the same attributes that make Bell ADTs market leaders, they are an enduring solution.

2304E



2806E



## Timber Trucks - robust haulage

Bell Equipment's ability to create custom equipment to meet the specific needs of our customers has been fundamental to our growth and success. The Timber Truck originated from this vision and has rapidly become the favourite for timber haulage in the toughest terrains.

Leveraging on the ingenuity of the Bell ADT as a base, the Timber Truck provides the best-in-class fuel efficiency, performance, operator comfort and reliability. The Timber Forwarders build on these advantages by reducing loading times thanks to a rotatable seat with rear mounted controls and pedals inside the cab and a sky roof to easily view the crane.

TF302E Forwarder



TF403E Forwarder



TH302E Hauler



TH302E HP Hauler



TH403E Hauler



TH403EN Hauler







## Excavator Conversions – adapted for efficiency and versatility

Bell Equipment provides a professional and OEM approved approach to machine conversions in our pursuit to meet our customers' unique application needs. Excavator conversions for the whole stalk sugarcane and forestry industries are purpose-built using the finest components supplied by some of the world's most renowned manufacturers, with spare parts readily available off the shelf.

Moreover, versatility is guaranteed as bucket options can still be fitted to perform reliably as an Excavator.

## Attachments – durable performance

Bell attachments are suited to a wide range of carriers and feature wear-resistant grab tines made from high-strength steel. All parts are accurately manufactured making in-field maintenance easy. Pins are oversized with ceramic-coated steel bushes ensuring the longest possible service life. Bell attachments are designed and tested to ensure minimum downtime while their lightweight design means fuel savings for the customer.

With 12 standard sizes ranging from 0,35 to 2,25m<sup>2</sup>, Bell Grapples are compact and powerful for the ultimate durability in the toughest forestry industry. For felling applications, our dangle and fixed felling heads match a wide range of feller bunchers. Saw units and rotators are imported from world-leading European suppliers.

Wheeled Conversion



Forestry Conversion



Felling Heads



Grapples





## The Bell team is here to serve you

Our legacy is built on solid relationships with all stakeholders, but especially with our customers.

We work hard to earn a reputation for high quality products, reliable support and integrity in everything we do, and this is how we make a difference.

These ideals are reflected in our claim to provide 'Strong Reliable Machines - Strong Reliable Support', indicating that we focus on fulfilling all aspects of our customers' equipment needs over the long term with exceptional service and support.

We intend to continue to earn that reputation and protect the value of the Bell brand through our commitment to provide quality products, services and superior value to our family of customers.

Photographs featured in this brochure may include optional equipment.

**BELL INTERNATIONAL: Tel: +27 (0)35-907 9431**

**E-mail: [marketing@bellequipment.com](mailto:marketing@bellequipment.com) Web: [www.bellequipment.com](http://www.bellequipment.com)**



Tel: +61 (0)8 9355 2442



Tel: +49 (0)6631 / 91 13 0



Tel: +27 (0)11 928 9700



Tel: +33 (0)5 55 89 23 56



Tel: (704) 655 2802



Tel: +44 (0)1283 712862

**Strong Reliable Machines  
Strong Reliable Support**

# **BELL**