



# Providing solid service is Edge Equipment Specialists' mantra

When Danie Scheepers and Mike Cowie first started developing the concept of opening an outlet that would serve amongst others, the forestry industry and dairy farmers in their area, their collective thoughts told them that they wanted to be more than just a chainsaw dealer.

This brand development had started in 2021 and in that same year, despite the restrictions placed on supply chains by the worldwide COVID-19 pandemic, they opened their outlet. Clearly visible from the N2 highway outside Tsitsikamma, bold signage tells passers-by that this is the home of Edge Equipment Specialists.

Danie Scheepers was born into the forestry contract harvesting industry, learning about its methods and challenges from his father, Koos Scheepers, in the forests of Mpumalanga. In 2012, Danie and his wife, Yolandi, founded their own contract harvesting company, Enviromech Logging, in the Tsitsikamma area. Through sheer hard work, dedication and tenacity they have not looked back.

Mike Cowie's family hails from Kitwe in Zambia, although he was

born in South Africa. After school he successfully studied towards a qualification in the hospitality industry where he worked for some years and managed a lodge at Oyster Bay. A radical change of direction saw him joining a dealership selling forestry products for 10 years during which time he also gained valuable insight into the citrus growing industry all over the Eastern Cape.

"Where I'm a QBE person, which means 'qualified by experience', Mike's strength is his attention to detail in sales, after-sales service and his sound knowledge of precision farming methods," Danie explains. "We jointly believe that my 30 years' experience in forestry and Mike's abilities that set him apart from others in sales and service, create the perfect synergy for us to create a successful business. Hence our name of Edge Equipment Specialists."

"As our name implies, we sell and service a range of recognised brands for the forestry and dairy industries which are both huge in our area," says Mike. "This range includes chainsaws, brush cutters, tillers, mowers, augers and blowers".

Edge Equipment Specialists also stock construction equipment such as plate compactors, concrete saws, rollers, core drills, and polishing and floor grinding equipment.

"We were particularly pleased when, in September 2022, we were appointed by Bell Equipment to be the Bell Equipment Forestry and Agriculture dealer as well as the JCB Agriculture dealer. This gives us access to a fine range of both agriculture and forestry products manufactured by Bell and JCB," Danie adds. "Products such as JCB Backhoe Loaders, Loadalls and

Skid Steers all have a place within our industries and coupled with our knowledge of Bell Equipment's own forestry products, we feel we can now offer a complete package of larger equipment to our wide customer base."

A JCB 3DX Pro Backhoe Loader flanked by Bell and JCB teardrop banners is on a prominent eye-catching display outside Edge Equipment Specialists' imposing premises.

Other specialised forestry products from Bell Equipment that will be available to customers include the company's legendary tri-wheeled Loggers, Timber Trucks in the T302E and T403E ranges, Fastfells, Skoggers, Logpros and a range of grapples and felling heads.

Edge Equipment Specialists serves a range of customers in agriculture and forestry which stretches from the Gamtoos River in the east to Knysna in the west and Willowmore to the north.

Mike is adamant that no product, big or small, should be sold without its owner having the confidence that it can be maintained or repaired. "We plan to grow our business by growing our technical

knowledge and our technical personnel, which is a scarce commodity these days," he says. "The old adage of solid service selling a second tool or machine holds true and we have all grasped that mantra as well."

Danie is philosophical when he says: "One's ambition demands quick growth but that doesn't necessarily equate to strength. Like a tree, the slower grower produces strong wood and it's our responsibility as the 'jam' between the consumer's expectations and the manufacturer's ability to bring it all together.

Honesty, moral and ethical values all play their part, and the integrity to walk away from a transaction where these standards can't be met is what matters."

Seeing is believing and sensing the happy faces of Edge Equipment Specialists' personnel gives us confidence this company is here for the long haul.

**Danie Scheepers, Co-owner of Edge Equipment Specialists.**

