

# the bulletin

GLOBAL ADT EDITION - VOLUME 1 - 2022



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### Cover

The large Bell two-axle vehicle weighs almost 100 tonnes when loaded. Read the full story on page 28.

### Published by the

Marketing team for Bell Equipment customers and friends worldwide.

E: [bulletin@bellequipment.com](mailto:bulletin@bellequipment.com)

W: [www.bellequipment.com](http://www.bellequipment.com)

# Making a great product even better

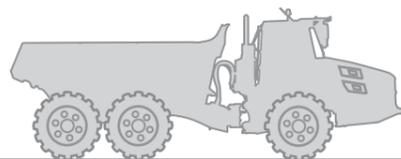


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## insight

**A**belated happy new year to all our ADT customers around the globe. There definitely seems to be a different energy to 2022 compared to the past two years and one can only hope that over the coming months we move ever closer to the normality we enjoyed pre-pandemic.

With international travel restrictions lifting we are looking forward to more face-to-face interactions with customers and dealers. We've already seen an increase in visitors

through our factory and, all going well, we'll be exhibiting at Hillhead in the UK during June and at Bauma Munich in October.

ADTs markets are looking strong for 2022 with demand for our yellow machines at an all-time high, particularly in the Northern Hemisphere where several large infrastructure projects have been launched. These business opportunities for our customers are great news for Bell.

While supplier shortages and logistics challenges are set to continue, you can rest assured that our Bell Team will be pulling together to ensure there is minimum disruption when delivering on our promise to our customers and dealers.

Once again, our Global ADT Bulletin contains interesting customer features from around the world from B50Es working on the Atacama salt flats in Chile to B30Es working on a golf course development in the US and a loyal Australian customer who runs Bell ADTs from the B-series through to the E-series. Enjoy the read.

I would also like to bring your attention to our 'Unboxing your Bell' series on YouTube at [bellequipmentglobal](https://www.youtube.com/channel/UCBellequipment) and [bellequimentsa](https://www.youtube.com/channel/UCBellequimentsa). These short videos take you through useful features that will help you get the most out of your Bell ADT ownership experience.

In closing, I wish you all everything of the best for 2022. May it turn out be the turnaround year that we have all been waiting for.

Stay safe!

Leon Goosen  
Group Chief Executive Officer



### Bell Equipment Offices

Australia (Perth) ..... +61 (0) 8 9355 2442  
France (Dun Le Palestel) ..... +33 (0) 5 55 892 356  
Germany (Alsfeld) ..... +49 (0) 663 191 130  
Namibia (Windhoek) ..... +264 61 226 021/2/3  
North America (Texas Houston) ..... +1 (281) 469 2358

South Africa (Jet Park) ..... +27 (0) 11 928 9846  
South Africa (Richards Bay) ..... +27 (0) 35 907 9111  
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Zambia (Kitwe) ..... +260 977 770 678  
Zimbabwe (Harare) ..... +263 (4) 447 374/9



# Two Bell B25ENs are slim under the silo at Strohmaier



In many existing processing plants, silo structures restrict passages making efficient material handling of large external heaps difficult. In the Strohmaier gravel plant in Neuenburg-Grißheim, Germany, two Bell B25EN 'narrow' Articulated Dump Trucks (ADTs) having been hauling from the production silos since May 2020, delivering sized material and building material mixtures to guarantee the smooth operation of the 400t/h processing plant with connected concrete lines.



The Neuenburg-Grißheim gravel works, around 30 kilometres south of Freiburg, is the southernmost gravel works on the Rhine and the headquarters of Karl Strohmaier GmbH, gravel and concrete works. The family company has been mining gravel, which is processed into minerals and aggregates and largely processed directly on site to make ready-mixed concrete or concrete blocks, since 1964. The company delivers the balance within a radius of around 100km to third-party customers and its own ready-mixed concrete and concrete block plants in the Franco-German border region and nationwide via ship loading in Weil am Rhein and Chalampé. With

more than 330 employees, the Strohmaier Group receives raw materials from five international locations, which are processed in four gravel plants, five concrete plants, concrete block plants and a dry building material production facility.

The Neuenburg-Grißheim plant alone produces around 600 000 to 650 000 tons of aggregates, concrete and finished goods per year. The raw material is mined wet down to a depth of about 60m, however, the company also currently obtains around 40% of its raw materials from regional Rhine gravel as part of the Integrated Rhine Programme (IRP), which

improves flood protection on the Upper Rhine in the long term with extensive structural and landscape design measures (retention areas, floodplain rehabilitation). The tested raw materials are transported to the factory by truck, where they are fed directly to the primary crusher via the specially constructed unloading terminal with an underfloor discharge.

#### Bottleneck silo

A maximum of 400 tons of washed or broken sand, gravel and chippings in over 30 quality-certified material sizes and building material mixtures leave the processing unit every hour. Depending on their use, they are



Happy about the successful implementation (from left): Area Sales Manager Siegmund Hegele, Kiesel-Süd NL Freiburg; Strohmaier Managing Director Martin Ruf and Operations Manager Rainer Selz.

transported directly to the connected concrete lines or to the delivery silos with a total capacity of 1 500 tons. Another 60 000 tonnes of material - from 0/2 sands to 100/300 Rhine gravel - are stored as delivery material or production buffers on the external heaps around the plant.

The transport from the 35 production silos and the handling of up to 2 500 tons of dump material per day, regardless of the weather, are carried out by Grißheim's 25 and 30 ton ADTs, which also work in the mining of wall gravel. The narrow silo passages in the plant are the greatest challenge for drivers and machines. "Our foundations are only 3,05 metres wide at axle height," says operations manager Rainer Selz, explaining the constraints of the four fully enclosed passageways which measure up to 60m long. While this severely restricted the available selection of suitable 6x6 ADTs years ago, most of the current 25t trucks were eliminated right from the start with the last renewal of the Strohmaier troughs due in 2018: "With the typical standard widths of just over 2,90m, clearance is a matter of millimetres and swift manoeuvring under the silos is out of the question. When loading, the tyres only have to bulge a certain way and you'd get stuck."

The only suitable solution for payloads above 20 tonnes was the Bell B25EN from the ADT specialist, Bell Equipment, ultimately offered by Kiesel-Süd. With 20.5R25 tyres on shorter axles and a narrower, higher body, the 'Narrow' version of the Bell 25-tonner has a slim 2,60m passage width without any payload (23 200kg) or body volume (heaped 14,0m³) sacrifice when compared to the standard model. The 210kW Mercedes-Benz engine and the drive train with the proven, highly efficient 6/1 Allison fully automatic transmission, including an integrated retarder and automatic locking differentials in the transfer case and on all axles, are identical to the standard B25E. The common Bell cabin offers the same extensive standard features and equipment of electronic assistance and diagnostic systems.

#### Successful implementation

The first Bell B25EN was delivered to Strohmaier in June 2019 and immediately met all expectations. The following month the company ordered another Bell B25EN from Kiesel-Süd, now in accordance with the current EU V emissions standard, for haulage from the stockpile, or the material store, to the primary crusher (around 600m/cycle). Both trucks are equipped with an automatic tailgate, which increases the usable volume by a good 0,5m³ and keeps the

driveway clear, especially with easy-flowing grains. Depending on the material, the vehicles load 20 to 21 tonnes and tip onto the stockpile without leaving any carryback thanks to the bin heating feature. The Bell B25EN uses its full capacity when loaded by the 4,8m³ wheel loaders in the gravel face and the driver can easily keep an eye on the utilised capacity thanks to the standard on-board weighing feature. The machines also demonstrate the same low fuel consumption that is typical of Bell ADTs, consuming an average of only 12 litres/hour according to the company.

The company management, including Managing Director Martin Ruf and Operations Manager Rainer Selz, is also completely satisfied with the advice and project management provided by the Freiburg branch of Kiesel-Süd. "The Bell trucks are the first machines that we have obtained from Kiesel. So far everything has been perfect and the service is also good. From the handover with driver training, through to regular maintenance and flexible support from our own technicians - Kiesel reacts very quickly and adapts well to our requirements."

Publication courtesy of Kiesel GmbH

# Steffanutti Construction runs Bell ADTs from the B-series through to the E-series



*Family-owned businesses often have a unique energy and drive as family members each bring complementary skills to the table. Steffanutti Construction on the south coast of New South Wales in Australia is a case in point where a strong family dynamic, vision and hard work has seen the company grow its fleet from two Bell B20B Articulated Dump Trucks (ADTs) to over sixty-five items of heavy machinery.*

A civil contracting and plant hire company, Steffanutti Construction was founded in 1997 by Loris Steffanutti, who has over 45 years of experience in the industry. His knowledge and skills nurtured the company to become a prominent and well-respected business in New South Wales. Today he continues to lead the company into an exciting era of growth

through his role as managing director and is ably supported on the administration side by his wife, Gill, and their daughters Lisa and Chiara. Their son, Giulio is Head of Operations and says: "We are fortunate that the passion of our family is matched by our highly skilled operators and our dedicated and dynamic management team."

He continues: "We have a modern fleet of plant and equipment and self-performing capabilities, which enables us to offer a complementary range of services in the civil construction industry, including civil contracting, plant hire and haulage. We have created an extensive portfolio of civil engineering works, ranging from small to large projects and

we also provide services in the management of civil construction projects, covering all types of commercial civil construction particularly large, public infrastructure projects."

He attributes the success of Steffanutti Construction to consistently delivering works to the highest standard, on time and within budget, whilst maintaining an outstanding safety record. According to Giulio, it was Bell Equipment's personalised service that initially attracted Loris Steffanutti to the brand all those years ago, and the main reason that the company remains loyal to the Bell brand. "The one thing that stands out is the huge amount of support Owen Kees and the team provided dad when he first came to Australia and kicked off the business, we will always be grateful."

Steffanutti strives to provide its clients with the same exceptional support and quality equipment by maintaining its strong family values

and unwavering commitment to customer service.

The two Bell B20Bs are still part of Steffanutti's fleet, which speaks volumes for the longevity of these trucks. However, the company is continually investing in the latest technology and updating its fleet to provide the best equipment on the market and quality services to its clients, bolstering its Bell ADT fleet with an additional 10 trucks ranging from 20-tons to 45-tons. These include C-series machines purchased in the early 2000s and three 40-ton D-series machines purchased in 2006/2007. Steffanutti first introduced the Bell E-series to its fleet in 2014 with two B30Es and added a further two in 2017.

Having run these trucks for several years, Giulio says that they have been impressed by the technology built into the E-series trucks, as well as the reliability and fuel consumption. Improved cab comfort has also not gone unnoticed by the company's operators.

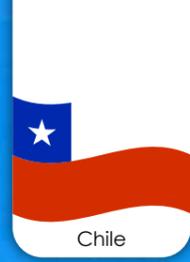
The ADT fleet is used mainly by the civil construction industry for bulk earthworks and trucks are generally replaced between 10 000 and 15 000 hours to ensure the mechanical availability of the fleet is kept high.

Routine maintenance is a valuable tool in this regard too and is a 'stand-out attribute' of the company, says Giulio. "All our maintenance is carried out by our own in-house, highly skilled diesel mechanics. We take maintenance seriously and each piece of equipment is systematically serviced to ensure faultless operation and promote reliability on the job site."

Into the future Steffanutti Construction plans to grow the company and leave a legacy of quality, trustworthy and reliable service. Bell Equipment, with its strong and reliable machines, looks forward to being a part of the journey.



# Bell B50Es are up to the task for EXCON in Chile



*A tour through Bell Equipment's factory in South Africa is a watershed moment for many international visitors. Perceptions of what to expect from an African manufacturer are no match for the world-class facility, passionate staff and warm hospitality that greets them.*

Such was the case for EXCON, a Chilean company dedicated to construction and other related work on mining sites that lists world renown mining companies such as BHP, Anglo American, TECK, SQM and CODELCO among its clients.

EXCON was founded in 2006 by Andrés and Cristian Infante along with Reinaldo Martín. They had all come from a company called CONTEX and so EXCON is an anagram for ex-CONTEX. Reinaldo is the company's President while

Directors Andrés and Cristian are also General Manager and Operations Manager respectively.

The company's fleet of more than 500 earthmoving machines comprises over 40 Articulated Dump Trucks (ADTs). Sixteen of these are B50E ADTs that the company took delivery of during 2018 after a factory visit to Bell with their local dealer Raico SA.

Commenting on the decision to support Bell, EXCON GM, Andrés

Infante, says: "During that visit to the factory we saw that Bell lives and breathes ADTs. Another powerful reason was that Bell is both a manufacturer and a dealer, so they understand the real problems of their customers. We were also impressed by Fleetm@tic®, which we use every minute, and the fact that we have had a close relationship with Raico, the local Bell dealer in Chile, for over 20 years and enjoy the strong support we receive."

"Raico SA is our service partner, and their service level is very high and efficient. They are close to our jobsites, and everyone from technicians to managers, visits the sites regardless of the remoteness of the locations. This makes Raico a very valuable partner."

Bell Equipment's 50-ton B50E was the ADT of choice for EXCON because of the favourable cost-per-tonne it provides. "Labour costs are constantly increasing and trucks with larger payloads are more economical," explains Andrés.

The ADTs have been deployed on various mine sites, all of which are remote and have challenging topography. The Quebrada Blanca copper mine in the Tarapacá Region of northern Chile is about 300 kilometres from the city of Iquique and 4 500m above sea level. Here the Bell B50Es are involved in earthwork activities.

Others are also working in earthworks for other major mining companies, but undoubtedly the harshest work environment is the Atacama salt flats, 250km away from Antofagasta in the north of Chile, where the B50Es are hauling salt for lithium harvesting, with haul cycles measuring up to 14km in the world's driest desert.

Andrés continues: "Our operations run 24 hours, seven days a week. Average haul distances are 14km and underfoot conditions are variable depending on the jobsite, but the B50E adapts to them all."

Machine productivity is a key focus area for EXCON. "When you purchase a machine such as a Bell ADT, you want it to be as efficient as possible. With Fleetm@tic® we can measure this practically online. It allows us to optimise our cycles and loads. We actually have a room with screens where

we monitor this system online every minute, every shift, every day," he adds.

Productivity and machine availability are comparable with competitor machines and EXCON is impressed with the design of its B50Es. "We don't have another Bell series to compare but the B50E is a world class truck. You can tell that a lot of on-site know-how went into the design. It has suitable modifications that make the operation easy, such as the simple but reliable onboard weighing system, among many other features," says Andrés.

EXCON is so pleased with their Bell ADTs that Andrés would like to see the Bell brand more well-known across the world as "it's a very good brand, with lots of sound reasons to support the company".



**(From left): Michael Armstrong Alexandroff (Raico Commercial Director), Llewellyn Roux (Bell Equipment Product Marketing Manager), Meltus Badenhorst (Bell Equipment GM: Technical Services) and Sebastián Ferrer (Raico Service Manager).**

# TauSadi blazes a path for women in mining and invests in Bell B40Es



*In the animal kingdom when a pack of lions stalk a herd of antelope, it is the female of the species that does the hunting. To say that the serenity of a grazing herd of springbok or impala would be disrupted is an understatement.*

Now if the coal mining world in Mpumalanga, South Africa seems to be an orderly place, some male contract miners better watch out because two highly qualified female engineers are about to upset their seemingly serene world.

By their own admission Silindokuhle Sithole and Molebogeng Mogashoa are those disruptors. The pair met while studying towards respective Masters' in Business Administration (MBA) degrees at Pretoria University's Gordon Institute of Business Science (GIBS). Both are process engineers with post-graduate qualifications in engineering and had worked up to management roles for the same international mining company, though in different commodities, before deciding to leave their comfort zones to make a difference in the lives of others.

"We had noticed that most emerging contractors and new businesses wanting to serve the

mining industry had little or no business acumen or mining experience, which often made it challenging for potential mining clients to offer opportunities within their revenue generating core mining activities,"

Silindokuhle says: "Molebogeng and I had created a company under the name of TauSadi with 'Tau' being the Tswana name for a lion and 'Basadi', which are women, to set us apart and bridge this gap amongst emerging contractors."

"The high unemployment rate, gender inequalities and the need to run businesses sustainably in South Africa came to the fore and we looked to where we could make a difference," affirms Molebogeng. "We also believed, and still do, that women are capable and can make a success of a variety of services to the mining environment in what is traditionally a man's world."

The reality hit home once both had resigned from their salaried jobs in 2016 and they were working from the campus of the business school while completing their MBAs. A short-lived contract doing stockpile management and loading trains ended after a month due to unforeseen circumstances on their clients' side and by then they had converted a remote farmhouse in Mpumalanga into an office.

"We survived living off our savings and meagre pension funds. It was tough going but in 2018 we got our foot in the door of opportunity when we landed a six month contract on a coal mine stripping topsoil and hauling it to a stockpile for later use in rehabilitation," says Silindokuhle. "We must have done something right because after the initial six months the contract was extended by a further three months and then even further."

"This project had started in 2019 and after the initial six months we were told we were outperforming



**TauSadi partners, Silindokuhle Sithole (left) and Molebogeng Mogashoa (centre), with Bell Equipment Sales Representative, Carel Venter.**

our targets and we were given a second project to perform mine rehabilitation services on behalf of the client. To do this work we were renting in earthmoving and haulage equipment. Although we didn't make much profit, we saw this as beneficial in the long run to keep our foot in the door and to build a positive reputation that we could deliver more than what we had promised."

Come the new year of 2020, and with a longer-term contract, both Molebogeng and Silindokuhle realised that they now needed to procure their own fleet of yellow

machines to make it all worthwhile. They successfully arranged finance through a bank linked to their now longer-term contract and their choice of haulage equipment fell on four Bell B40E Articulated Dump Trucks (ADTs).

"We've each been in the South African mining industry for over a decade and have learnt that Bell Equipment sets the benchmark for ADTs in these conditions with its local design and build, which points to high local content and above all, availability and great reputation," Molebogeng says. "The Bell B40E ADTs perfectly

matched our business model in terms of targeted volumes and cycle times."

The TauSadi partners appreciate that reliable and accessible technical back-up is key to ensure sustained delivery to clients through maximum mechanical availabilities. That Bell Equipment's Middelburg customer service centre was so close by further justified their choice of the Bell B40E ADTs. The four Bell ADTs were bought with extended warranties to 10 000 hours on their wet drivetrains and hydraulics and TauSadi Mining and Engineering

has the added peace of mind provided by a service contract with Bell.

"Bell Equipment's response times are good as was shown when there was an issue on coolant levels when we first received the Bell B40E ADTs which was very quickly resolved," Silindokuhle points out. "Although we work on dry rates with a limit on our fuel consumption in place, we're both pleased and impressed with the fuel consumption of the B40Es at 24,5 litres per hour."

"One's mining equipment and its performance is such a major part of your reputation and to this end we'll look to replace loading and haulage equipment with new models at around 15 000 to 16 000 hours," she adds.

The two partners of TauSadi Mining and Engineering are blessed with high energy levels which translates into much forward-thinking ambition. They are keen to diversify into mining other commodities such as precious and base metals and not put all their eggs into one basket.

"We're looking at providing the full mining package from planning to process engineering and would love to own a mine and not only do contract mining," they say. "Our ultimate aim is to own mining rights and therefore the entire mining value chain, and having an original equipment manufacturer and supplier such as Bell Equipment that appreciates this is a bonus."



# Rewarding loyalty places KEE Group on a strong growth path



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



# Ritluka Resources raves about B45Es in coal mining application

*Applying one's mind is a popular concept for achieving success but when you have the luxury of applying two educated and keen minds to achieve the same goal, ultimate success in almost any challenging field is the result.*



Such has been the case when Rhandzu Ngobeni, a mining engineer, and Bonga Myeza, a geologist, put their heads together while working for a well known international mining company. "We thought we'd find a profitable future in providing technical services and project management to junior mining companies in the coalfields around Emalahleni (Witbank) and Middelburg in Mpumalanga," Rhandzu Ngobeni says. "These services would include pre-feasibility studies, short and long-term mine planning, mining scheduling and execution."

The pair established their company Ritluka Resources in 2014. 'Ritluka' is the Tsonga word for 'leaf' which

symbolises growth as a sign of life. By 2016 Rhandzu and Bonga had knocked on enough doors and done enough groundwork to start employing people, and later that same year they landed contracts to assist in production for both underground and surface coal mining.

"We were delighted to land a large surface coal mining contract in 2019 for a major coal supplier but we immediately faced the daunting prospect of needing to source a fleet of yellow mining equipment for us to fulfill our side of the bargain," Bonga Myeza says. "Fortunately, our clients were well versed in a successful enterprise development initiative with Bell

Equipment and it was to this local original equipment manufacturer and supplier that we turned for our all-important haulage fleet."

Working through Bell Equipment's Sales Representative, Carel Venter, at Bell Middelburg, Rhandzu and Bonga were introduced to Tyron Ravenscroft, who was Bell Equipment Regional Sales Manager: Central Region at the time, and Bevan Veall, Bell Equipment General Manager: Customer Finance Solutions.

"Because of the volumes of overburden and coal we were tasked to move each month, we knew we had to find some large trucks. We were confident in



choosing Bell Articulated Dump Trucks (ADTs) as experience had shown that this was the benchmark machine for haul trucks, especially in wet coal mines," Bonga says. "We had originally considered the Bell B50E ADT but were quite satisfied in the performance promised by the three Bell B45E ADTs we took delivery of in May 2020."

"The sales experience with Bell Equipment's knowledgeable management and sales staff was pleasant and it's a real confidence booster to meet a distributor that clearly understands and appreciates your business model and the potential challenges a young company such as ours could face," Rhandzu adds. "We're convinced we made the correct choice taking the Bell B45E ADTs with extended warranties on the wet drivetrain and hydraulics to 12 000 hours or 36 months, and a service contract as a technical backup."

Ritluka Resources' three Bell B45E ADTs are deployed on an

opencast coal mine near Kriel in Mpumalanga which produces thermal coal for the domestic and export market. They are loaded in the pit using 70- and 90-ton excavators and move overburden with specific gravities of 2,5 and coal, which is less dense. Haul distances vary between 1,7km for overburden and 3,5km to the run-of-mine tip area where the raw coal is deposited. Two 10-hour shifts around the clock sees the Bell B45E ADTs in almost constant daily use and, although they are still relatively new, their high mechanical availabilities and frugal average fuel burn of 20 litres an hour has impressed both owners and clients.

"The coal mining areas get quite wet and with the rainy season at hand we've been impressed by how well these Bell B45E ADTs handle tricky underfoot conditions with their all-wheel drive traction when fully laden," Bonga explains. "With the bin being not that much smaller than that of the Bell B50E ADT, we're still meeting our monthly production targets with ease due

to fast enough cycle times." "Our immediate aim is to establish ourselves in the coal mining industry before moving on to doing mining in other commodities," Rhandzu adds. "As the only company to currently offer mining services in both surface and underground mining, we have additional opportunities in coal in the offing and will certainly be talking to Bell Equipment about enlarging our haulage fleet when these contracts come to fruition."

Both partners though are adamant about one important aspect of equipment ownership as they echo: "While hiring mining equipment is handy and a quick fix at times, it does eat into your bottom line. On the other hand, being seen as owners of new equipment that guarantees maximum uptime through solid technical backup by reputable distributors, such as Bell Equipment, reaffirms the view in the minds of existing and potential clients that you are a serious player and here for the long run. That's what we aim to be!"

# New Bell ADTs are a winner for Willy Enterprises



*Rich in history and natural beauty, Arusha is Tanzania's picturesque safari capital with Africa's largest and fourth largest mountains, Mount Kilimanjaro and Mount Meru, as its backdrop. The city is also the headquarters of Willy Enterprises Limited, a multi-faceted business involved in construction, drilling, mining and plant hire, among other activities.*

The company was founded in the late 1980s by Wilson Mgonja, a civil contractor and entrepreneur with over 30 years of experience, who has successfully established businesses in construction, drilling, mining, logistics, real estate and hospitality during his career. Initially a building material retailer, Wilson's vision has seen Willy Enterprises grow its footprint in East Africa and venture into different businesses such as mining bauxite, coal, gypsum, kaolin and tanzanite, and drilling of water boreholes and mine quarry.

"Growing our equipment fleet with premium machines has been critical to our growth and today we have a substantial fleet that includes graders, dozers, backhoe loaders, rollers, excavators, wheel loaders and Articulated Dump Trucks (ADT). We have 12 Bell machines in our fleet, having bought our first Bell ADT in 2012 through the previous Bell dealer in Tanzania," says Wilson.

"After a reference by a business partner we tried purchasing a B20E

for a small project. Seeing how it outperformed other brands of ADTs we were happy to settle with it. After we landed a bigger project, we simply upgraded the size and will now never look back. At that time, we were impressed by the quality, durability, efficiency and overall cost effectiveness of the Bell machine," recalls Wilson.

Willy Enterprises' newest Bell ADTs are two B30Es and two B40Es that were delivered in May 2021. They were bought from Bell Equipment's dealer, Kanu Equipment Tanzania, with a standard warranty of 12 months/2 500 hours.

They currently work at a major cement factory in the Tanga region of the country where Willy Enterprises has a production target of about 210 000t to 378 000t per annum. The ADTs haul limestone and red soil from the mine to feed the conveyor and crusher on a round trip that varies between 2,8km and 5km. "It's steep terrain, which quickly turns muddy after a rain shower, but these vehicles have excellent traction control and work without any problem no

matter the underfoot conditions," says Wilson.

Each truck works two 12-hour shifts per day and averages about 423 hours of operation per month. Thanks to Bell Equipment's Fleetm@tic® telematics system Wilson knows that production averages between 69,3 and 83,6 tonnes per hour and fuel burn is 12,9 to 16,1 litres per hour. "Fleetm@tic® is a must to have in any application," he enthuses. "The information available is invaluable and gives us peace of mind that our ADTs are cost efficient in terms of fuel and maintenance costs and are durable enough to work according to our targets every month."

Willy Enterprises has been equally impressed with the mechanical availability of his new Bell trucks, which currently sits at 100%. "Bell is an excellent and reliable brand. Only routine services have needed to be done, which have been carried out by Kanu Equipment, who have shown total commitment and excellent service," says Wilson.



**Bonga Myeza (left) and Rhandzu Ngobeni (centre) from Ritluka Resources with Bell Equipment Sales Representative, Carel Venter.**



# Creating a mountain at the Union League of Philadelphia Golf Club



*When the Union League of Philadelphia purchased the aging Sand Barrens golf course near the Jersey Shore, the terrain was flat, the ponds were small, everything was overgrown, but they saw the potential to transform it into something magical and completely different.*

Renamed the Union League National Golf Club, the old Swainton, New Jersey course is now wonderfully unrecognisable. Rising from the centre of the course is a mountain 78 feet (24m) above sea level, in a region where

the average elevation is 16 to 28 feet (5 to 9m). This peak is now the highest point in three surrounding counties, and no materials were imported to create it. Instead, fill and dirt from all over the course was moved by Bell Articulated

Dump Trucks (ADTs), then the mountain was carefully sculpted to look like it's always been there. At one point, there were five Bell ADTs working on site, moving dirt, rocks and other types of fill from other parts of the course, building

the mountain and all the many new levels to this once flat golf course.

"When all is said and done, it will be 36 acres (14,5ha) of hills. Everything we found in the area, we transplanted onto the mountain and all over," said Tim Malone, the owner of Guaranteed Landscaping Inc, the landscape company hired for the project. "We have to manage all the dirt, sand and trees, and this is where Bell Trucks come in handy because this isn't just your basic golf course project. Everything you see is brand new, other than the big trees we left, whereas before you couldn't see from hole to hole."

Originally, there were a few small ponds, but now there are 24 acres

(9,7ha) of ponds. "Everything we did was with Bell Trucks," Tim said. "We dug out ponds, we dug out big stands of trees and moved dirt, sand and trees to create the mountain. We moved whatever was here and then put it back where we wanted it."

All that dirt moved with Bell ADTs comes in at an astounding 1,4 million cubic yards. The project started in February 2018 and for the past three years, it has been the largest construction project in the US. Amazingly, during the whole construction process, Tim and his team have kept the golf course open. "I built the mountain between the three 9s and kept it open the whole time. We built a lot for the pros, and we've had a lot of pros here already checking it

out, like Gary Player, from South Africa."

Even sand on the tee complexes came from the old course. On site native plants were recycled and moved – everything supposed to be growing around the pine forest was put back once the terrain was re-sculpted.

The first truck Tim ran was a B35D, and the smallest truck used was a B30E. He's had at least one B30E working at all times. "I liked the B30E because it had no tailgate on it," he said. "We used Bells for everything with the trees, too. We would put logs on it, put the trees taken down on it and drive out to a staging area, grind everything up, then put it all back into the mountains."





**(From left): Kevin McCarthy (Highway Equipment, Regional Account Manager), Tim Malone (owner of Guaranteed Landscaping, Inc) and Mike Pizzolato (Highway Equipment, Rental Coordinator).**

All the trees, chips, ground up stumps and sod soils were put into a pile to become topsoil and then used. Trees and plants to be reused were carried to the site by Bell ADTs, then transplanted by hand.

"Bell Trucks are solid," Tim said. "I love Fleetm@tic®, it tells you what you moved and when, and the Hill Assist function for climbing and retarder for coming downhill are great. Bell Trucks hold up, have great fuel efficiency and a button for high gear. If you're on a bridge or hill, the I-Tip won't let you tip over, and they are easier to drive, have back up cameras, they hold a lot. We've had no problems at all with them. I'm happy with the

trucks and happy with Highway Equipment, I couldn't have done it without them."

Bell Trucks America dealer, Highway Equipment, introduced Tim to Bell ADTs, and he was impressed the first time he saw them in operation. "They're good trucks, it's like driving a car, it's so easy," he said. "I have a 16-year-old driving one right now, he came to work with his dad for the summer and I said put him in a truck."

"Our biggest challenge here is managing the dirt," Tim said. "I'm a dirt guy so to me, Bell Trucks are the best. They have met all our expectations."

Recognised as the premier Jersey Shore golf course and a top choice of golfers, the now private Union League National was strategically designed to offer a challenging yet enjoyable round of golf for the experienced, intermediate and beginning golfer. The 236-acre (96ha), 27 championship hole golf course was designed by the Nation's Finest Golf Architecture Team Hurdzan/Fry, and has an expansive double-sided practice range with grass tees and an 18 000 square foot (1 670 square metre) clubhouse.

**Published courtesy of Purple Dragonfly Designs**



# Bell launches global pre-owned equipment website



Bell pre-owned equipment can now be shopped online thanks to the launch of a dedicated global website, [pre-owned.bellequipment.com](http://pre-owned.bellequipment.com), which is also accessible from the company's website and is proving to be a popular and valuable addition.

Doug Morris, Bell Equipment's Managing Director: Europe, Middle East and Africa, who has overseen the project, said: "Previously our efforts were localised, but we wanted to create an online solution to promote our pre-owned equipment globally. The website gives Bell operations, and dealers should they wish, access to a fully integrated platform to advertise their pre-owned Bell machines. This means that customers around the world can shop all the pre-owned equipment we have available from one user-friendly and convenient website.

"We are thrilled with the result because it gives the group flexibility that did not exist before. For example, Bell UK can now sell its stock in South Africa or through our entire dealer network, and vice versa. The platform gives us the ability to easily manage an integrated internal stock system, upload to our website as well as publish to an external service provider to advertise internationally."

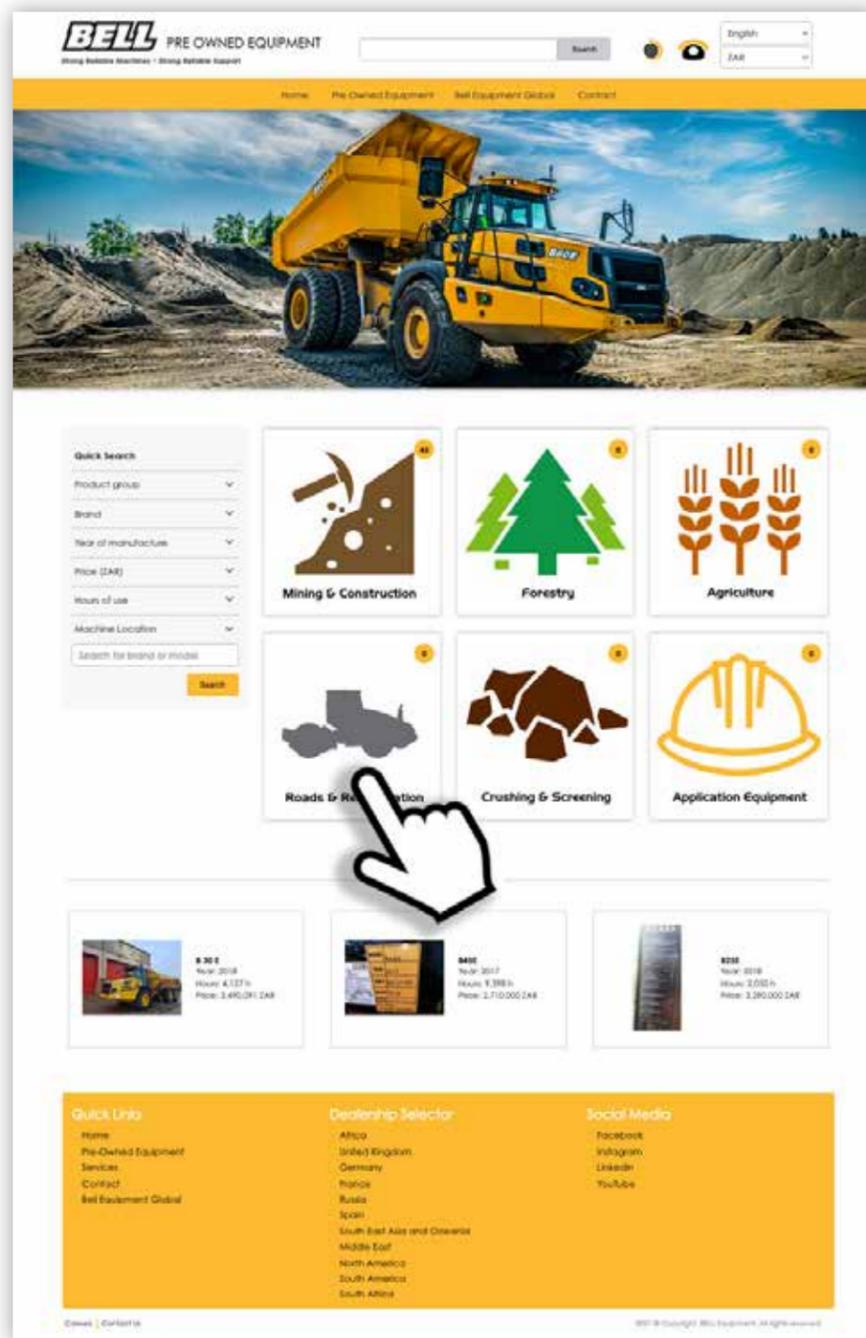
In keeping with the global theme of the website, customers can select their preferred currency and choose to have information displayed in either English, German, Russian, French or Spanish.

The website is easy to navigate and groups machinery according to industry, namely: mining and construction, forestry, agriculture, roads and rehabilitation, crushing and screening, and application equipment.

For each piece of kit there are several photographs and detailed information including the brand,

year of manufacture, hours worked, the machine location and the selling price and contact details of the organisation selling the machine. This information can

be used to refine a search. In addition, customers can generate an enquiry directly from the website.



# Wordsworth Crushing records a first for the UK



Wordsworth Crushing of Barnsley, South Yorkshire, in the United Kingdom is a multi-disciplinary contract crushing and earthworks contractor that has built an excellent reputation nationwide. Contracts include heavy industrial work in quarries, ground stabilisation and demolition services for some of the country's largest quarrying and construction firms.



Reliable machinery is central to the success of the business and the company prides itself on its hi-tech, state-of-the-art plant and haulage fleet.

In 2020 the customer bought its first three Bell Articulated Dump Trucks (ADTs), a B30E and two B45Es, which were destined for work at Port Talbot Steel Works. The company off-hired three older dump trucks to supply from its own fleet and appraised a number of dump trucks.

Oliver Wordsworth, Managing Director of Wordsworth Crushing recalls: "Price, performance and availability were all factors that made us choose Bell dumpers. The trucks are working in a very arduous environment at the steelworks hauling processed slag

away from the crushing plant, so they have to be strong and reliable as slag is very abrasive. Our operators have also reported that the dumpers provide excellent comfort, which is important when they are operating day in and day out in a tough, demanding environment."

The company has since bought a further four units which are now working on a variety of contracts, including a granite quarry in Leicester. Reduced fuel consumption was a major factor in this new order.

"The dumpers must be good as we have a B30E and five B45Es that are currently working and we have a further four B45Es on order, including the first B45E 4x4 model in the UK – which will take our Bell

fleet to 10," says Oliver. "We're obviously delighted that the Bell dumpers have improved fuel economy over our previous trucks which obviously saves us money. We are really looking forward to getting the 4x4 model into our fleet to see how it compares to the other trucks."

The all-new Bell B45E 4x4 is designed for flexible use in quarrying and smaller mining operations. It offers the same payload as its 6x6 counterpart and retains exceptional off-road benefits, but with a smaller turning circle and improved tyre wear. This makes it ideal for operations not needing the full flexibility of the 6x6 dumpers yet keen to benefit from a lower cost per tonne.

# Bell B60E replaces two 40t ADTs at the Starkenbach gravel plant

Since June 2019, a Bell B60E supplied and serviced by Mörtlbauer Baumaschinen, the Tyrolean cooperation partner of German Bell dealer Kiesel GmbH, has been working in the Starkenbach gravel works in Austria. The articulated two-axle, four-wheel drive vehicle optimises the demanding topography and weather-sensitive conveyor chain in the company and, in the long term, replaces two 6x6 forty-ton trucks, to bring major economic advantages to the operation.



For more than 35 years, lime dolomite has been processed into high-quality minerals, concrete aggregates and road substructures in the Starkenbach valley, a side incision in the Inn Valley near Schönwies. The high-quality raw material stands in a natural gravel dump around 1 000m long on the southern slope of the Senffenberg and is mined directly at the foot of the slope at around 1 500m without complex covering measures or blasting.

The Starkenbach gravel plant was initially founded in 1857 as the processing division of the Streng Bau construction company and became an independent company in 2008. It complements the wide range of services offered by the family-run earthworks, civil engineering and road construction company with a total of 70 employees. The annual production in the plant is up to 500 000 tons, which is delivered in a radius of around 50km by the Streng Bau fleet and third-party trucks to the Tyrolean hinterland or to Vorarlberg. The company uses block trains nationwide and to neighbouring countries via a fully automated rail loading facility that opened directly on the Inn Valley route in 2010 (capacity: approx. 200 000t/year).

## Optimisation of the conveyor chain

From around March to December the Starkenbach gravel works is mined, and a specially appointed avalanche commission monitors the heavily exposed extraction zone. The mining area is examined during winter using video monitoring and external experts. This also applies to the almost 1 000m long haul route used by the dump trucks over and along the Starkenbach creek down to the plant at an altitude of around 900m. The unpaved road has a gradient of up to 17%, which makes driving downhill with loads very demanding, even in dry weather and especially in the transition times that are difficult to predict in terms of weather.

Until July 2019, the company relied on two articulated 6x6 40-ton trucks, each with a nominal payload of 38 tons. These vehicles were subject to high wear and tear in everyday operations in Starkenbach due to their drive systems and caused high maintenance costs. Accordingly, Managing Director, Thomas Walte, and Operations Manager, Andreas Saurer, were open to alternative replacement concepts for the upcoming renewal at the end of 2018. "Our goal was to significantly reduce operating and personnel

costs in our conveyor chain without having to make concessions in terms of transport performance, all-weather suitability, and thus availability."

One of these alternatives, as suggested by Mörtlbauer Baumaschinen and Kiesel's application specialist, was the changeover to the 60-ton Bell B60E in a solo operation. The subsidiary of the Lower Bavarian construction machinery and attachments specialist of the same name has been based in Wiesing in the Zillertal valley since 2005 and supports Kiesel sales in the western Austrian regions.

Even in the first consultations with an in-depth needs analysis, the Bell flagship was recommended as a replacement for the two existing 40t ADTs due to its large 55t payload. As an articulated four-wheel two-axle vehicle, the agile Bell B60E promised considerable advantages in the organisation and maintenance of the route as well as in dealing with very specific driving situations. With no oncoming traffic, there is no need for additional passing points. And without the typical scuffing of the rear tandem axles, which causes conventional three-axle dumpers to repeatedly loosen the ground,



**The Bell B60E covers a total of around 2 000m on the cycle from the mining zone (in the background) for processing.**

especially in bends, road maintenance is also reduced. In Starkenbach, another advantage of the two-axle is significant – when crossing the stream, the wheels of the rear tandem axles of the 40t trucks caused major water stagnation, which regularly led to water ingress and heavy loads on the axles. With its greater wading depth and less water accumulation on the single rear axle, the Bell B60E crosses the stream without any problems, even at higher water levels, which significantly improves availability in prolonged periods of bad weather.

In early 2019, after a detailed assessment of the Bell B60E, the Starkenbach gravel works decided to use the large Bell two-axle vehicle as the first vehicle in its class in Austria. Using Kiesel's 'Test

& Buy' programme, Mörtlbauer configured the B60E to the customer's requirements and rented it out for a test period of 12 months, providing the customer time to decide whether to purchase or return the truck.

"Over the test period the 60t truck had to adhere to strictly defined operating and maintenance goals. The focus was clearly on the reliability and ease of maintenance of the Bell retarder technology," recalls Mörtlbauer's Customer Advisor, Manfred Lübke. The loaded Bell B60E, which weighs almost 100t, had to prove itself with its electronically controlled combination of engine valve braking and wet-disc brakes. "And not only directly on the slope, but also in the ongoing and final assessment of wear behaviour,"

continues Manfred Lübke, whose colleagues in Mörtlbauer Service also ensure regular maintenance.

#### Safe and fast in operation

Today, under normal conditions, the 430kW Bell B60E handles the daily target of around 2 000t with up to 35 cycles per nine-hour shift. The 60t truck is loaded with a 3,0m<sup>3</sup> bucket on a 40t excavator, the driver of which always has a clear view of the filling level of the 35m<sup>3</sup> bin thanks to the load lights.

Shortly after leaving the loading point, driver Christian Fink reduces speed on the downhill slope and the electronically controlled Bell retarder system takes over automatically. A maximum of 983kW braking force is available on the auxiliary brake. The retarder effect can be preselected in six

stages - if necessary, the vehicle decelerates to walking speed under all load conditions without using the service brake. The articulated joint ensures that all wheels stay in contact with the ground, which is a major safety plus over two-axle rigid vehicles and, together with the 7-speed Allison automatic transmission and inter-axle limited-slip differential, ensures efficient traction. This benefits the Bell B60E in Starkenbach when it comes to fast empty trips to the mountain (empty weight: 42,5t) and when manoeuvring on the dumps or on the primary crushers. The great manoeuvrability of the two-axle vehicle (turning radius: 9 216mm) did not require any structural changes and is partly responsible for the short turnaround times of around 20 minutes.

#### Fully met expectations

"The Bell B60E has been integrated seamlessly into our operation and has met all of our expectations," says Managing Director, Thomas Wattle, after more than 2 000 hours of operation. "One machine does the same thing today as two vehicles did before, and at significantly lower maintenance and operating costs."

The 60t truck, using 250 to 270 litres of diesel per 9-hour shift, has a consumption comparable with one of its 40t predecessors and scores points in terms of cost-critical tyre wear. "On our roads with tight bends, the tyres on the 6x6s only lasted between 3 000 and 3 500 operating hours," says Andreas Saurer, quantifying the typical wear and tear on three-axle earthmoving vehicles in

intensive quarrying work. The Bell B60E, on the other hand, shows no excessive wear on the 875/65 tyres at the front or the 24.00 R35 twin tyres at the rear after more than two thirds of the comparison period.

The targeted assessment of the wet brakes, which are equipped with their own cooled oil circuit and are virtually maintenance-free in daily operation, did not reveal any significant stress despite the specific load. Thus, in July 2020, the last requirement for the final takeover of the Bell B60E into the Starkenbach fleet was successfully fulfilled.

**Publication courtesy of Kiesel GmbH**



The large Bell two-axle vehicle weighs almost 100 tonnes when loaded.



Happy about the Austrian premiere of the Bell 60-tonner (from left): Mörtlbauer Customer Advisor Manfred Lübke, Operations Manager Walter Mörtlbauer, Managing Director Thomas Wattle, Operations Manager Andreas Saurer and Driver Christian Fink.

Photo credit: Kiesel GmbH

# Bell continues to innovate its solid 4x4 ADT platform



*In a competitive world where the total cost of machine ownership is more critical than ever, the Bell 4x4 Articulated Dump Truck range is a niche solution that offers the same production as a 6x6 truck at a lower overall cost, while retaining its all-weather suitability and providing higher utilisation compared to conventional rigid haulage solutions.*



The 4x4 concept, first mooted eight years ago with the 60-ton Bell B60D, has evolved to the OEM's E-series generation and now incorporates 30-ton and 45-ton models. With the growing popularity of the trucks, the ADT specialist continues to innovate on the strong platform it has created.

Bell Equipment Product Marketing Manager, Nick Kyriacos, said the B45E 4x4 has recently received a new chassis with full suspension and a specifically adapted rock bin to meet the requirements of small and medium-sized mining operations even better. "As with the B60E, two oil/nitrogen shock absorbers now take over the suspension of the twin-tyred drive axle. Together with the standard adaptive 'Comfort Ride' front suspension, the truck offers more driving comfort adding to productivity and even better traction and braking capabilities."

In addition to an anti-slip differential, the rear axle now also offers sensor-based automatic

traction control. The space and travel of the new suspension have been designed to accommodate 21.00R35 twin tyres fitted with snow chains.

"We've also redesigned the bin because it was originally based on the B60E, which is mostly loaded by heavy mining excavators. This made it less practical to load with larger wheel loaders, which are more common in small to medium-sized quarries where these trucks come into their own."

According to Nick the bin was lengthened and given a straight front wall, which along with the longer upper edge of the bin and better fill behaviour, enables faster loading with 3,5 to 6m<sup>3</sup> wheel loaders. "Both the maximum tipping height (6 485mm at 55°) and the large ground clearance of the chute (890mm) remain almost unchanged, meaning that the B45E 4x4 can still fit into existing infrastructures, such as crusher housings, better than a 6x6 truck with a longer bin."

The exhaust gas-heated 25m<sup>3</sup> bin with a standard width of 4 265 mm (with tailgate: 26m<sup>3</sup>/4 639 mm) also marks the vehicle width, however, a narrower "Narrow" bin option of the same volume, brings the width of the Bell B45E 4x4 to less than 4m.

The 4x4 range has also benefitted from Bell Equipment's continuously evolving 6x6 ADT range in terms of drive, power, transmission, production and safety features as well as intelligent vehicle control. They feature the same six-cylinder engines from Mercedes Benz, optimised for off-road by MTU, as their 6x6 counterparts.

Commenting on the benefit of the 4x4 trucks, Nick adds: "By removing the third axle we've effectively eliminated tyre scuffing and parasitic losses have been reduced. Not only does this reduce fuel and tyre running costs, to ultimately provide a lower cost per tonne of material moved, but it also reduces the need for haul road maintenance for further cost savings."





The B30E 4x4 recently received an upgrade in the form of a new transmission and chassis configuration, allowing for the fitment of Michelin 875/65R25 E3

tyres, further increasing the productivity potential of the truck. As a result, the B30E 4x4 is an economical solution for bulk handling and has found a niche in tunnelling applications and

confined areas such as stock yards and ready-mix plants with its tight turning circle of 14,6m. Quarrying and smaller mining operations are suited to the larger B45E 4x4 while the B60E is engineered for high productivity in mining under all weather conditions.

# US dealer input puts Bell Tracked Carrier in a class of its own



Since Bell Equipment began in the early 1950s it has listened to customers to understand their equipment needs and worked with them to deliver the most effective solution. With Bell Equipment's latest product development, the Bell Tracked Carrier, a dealer advocate group from the United States made invaluable input to fine-tune the concept so that Bell was able to design and manufacture a product that delivers far more than the competitor machines.

Jesse Beasley, Chief Operating Officer for National Equipment Dealers (NED), was part of the group. NED consists of four companies including Four Seasons Equipment in Texas, May Heavy Equipment in North and South

Carolina and Earthmovers Construction Equipment in Florida and is the largest Bell ADT dealership in North America.

Jesse recalls that it was during a dealer trip to South Africa when

Bell first discussed developing a tracked carrier. "Looking at the Bell dealership group in the United States, a lot of them were selling a competitor product. Some of the larger dealers were into that business, Mitch Nevins being one

of them with Four Seasons. He was a dealer and so Bell saw an opportunity to get into the market. While we were over there, they were kind enough to let us have some input on the concept and what we liked best about it, comparing the different brands and manufacturers. A lot of the group on that dealer trip ended up being involved in the process."

Tracked carriers are typically used in some of the worst underfoot conditions, where other machines would be unable to operate. Jesse said: "Ground conditions are often so soft that ADTs would be too heavy and get stuck. Sometimes the angle of attack makes it unsuitable for other machines because the machine is travelling directly up a hill and would end up slipping or rolling down.

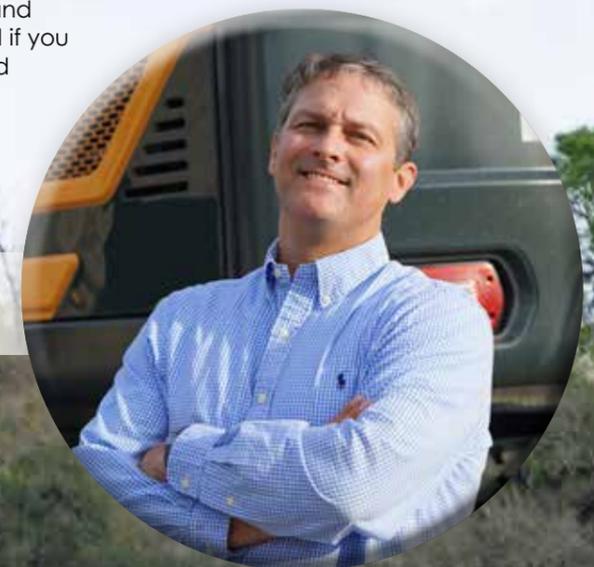
## Made to go anywhere, comfortably

"Bell listened to the robustness needed by the machine for the applications we were going to put them in. They really heard us when we said these machines are going to be put through their paces daily. Companies don't use a tracked carrier if they don't need a tracked carrier, so they are going to be in tough situations."

According to Jesse, the unique design of the undercarriage and choice of materials delivers this robustness. "Bell came up with a tensile design with a walking beam that keeps tension on the tracks and delivers extra ground pressure. The design is far beyond anything that is on the market and improves the ride. And if you look at the Bell Tracked Carrier there's a lot of

metal on it. They didn't use plastics, they used stuff that somebody could drive through the woods. That was what all the dealers spoke about – this machine has got to be able to be put through its paces."

NED had the prototype Tracked Carriers for a while, which were placed with customers in the Carolinas who were able to put them through their paces. Jesse commented: "The Carolinas is the low country, it's below sea level so there's a lot of flooding. Many people build dams out there by damming up rice fields, so the trucks were out there for a while helping to build dams.



Jesse Beasley - Chief Operating Officer for National Equipment Dealers, LLC.



Santee Cooper, a South Carolina utility provider, who is the electrical co-op or company for the low country, had them for most of the time on projects where they were building ponds and levees.

"They performed excellently. There wasn't one person who had the Tracked Carrier who didn't like it and said they wouldn't purchase one, which is obviously great for us to hear. The whole time they were here they pretty much ran flawlessly, which is a huge benefit when you're trying to introduce people to a product or brand they haven't seen before."

NED has seven of the Bell TC11As and one Bell TC7A and sees a strong opportunity for the Bell

Tracked Carrier to gain market share because of its design attributes. "Right now, the oil and gas industry is down but when oil and gas starts pumping again, those guys take these machines in groups, so I would think that the Bell product would jump at that stage."

Another benefit of the Bell Tracked Carrier, that Jesse believes will influence market share gain, is the fact that both models have been designed to include a lot of commonalities with their engine and filters. "It just makes them an easy platform for an end user/owner to have in their fleet. It also helps that all the filtration is conveniently located behind the cab."

#### **Versatile, user-friendly configurations**

Both models offer different configurations on the backend to suit a customer's needs. The TC7A has a combination bin that can be used as a dump bed or a flat deck when the sides are folded down and the tailgate is removed. The TC11A can be ordered with either a dump bed or a flat deck.

"The preferred configuration differs from place to place and company to company," said Jesse. "Companies like Newman Tractor are going to put different attachments on the back of the Tracked Carrier just because they deal in pipeline work and work with pipeline contractors, whereas we're primarily dealing with

people with dirt, so we'll have dump beds on ours most of the time. Newman was involved in the spacing of the bed in the back, the way attachments are taken on and off, and how the pumps were set up for those attachments.

"I demonstrated a truck against a competitor for a cement mixing application. They were going to put a cement mixer or a lime spreader on the back of the Tracked Carrier and one of things that highlighted the Bell machine throughout that demo was the way that they set the back up with removable panels. If you put

something on the back of the truck you can still remove the panels to work on the hydraulics, whereas with the competitor machine you would have to remove the attachment. It's simple little things like that that lead to a sale. We won the demo based on the ease of putting the attachment on, the serviceability and the ride comfort. I believe that will help us sell the first Tracked Carrier to that customer when he's ready to purchase."

Commenting further on the comfort aspect, Jesse continued: "Some companies miss the cab

comfort aspect of these types of machines, but if the operator is comfortable, he's going to get more work done. These types of trucks typically don't have a lot of suspension so the operator is taking a beating in the cab, but the way Bell has done the cruise control and designed the comfort of the cab the operator can stay productive all day long. At the end of the demo, it's about getting the job done and the operator climbing out with a smile on his face that is what is important in the hearts and minds of those buying those machines."



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