

# the bulletin

NEW

GLOBAL ADT EDITION - VOLUME 1 - 2017



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# A home away from home



A Bell E-series ADT provides everything your operators need to be comfortable and perform at their best. Its quiet, spacious interior, ergonomically positioned operator station and climate-controlled cabin is loaded with productivity, boosting comfort and convenience features.

From the state-of-the-art 10" full colour screen, automotive mouse interface and sealed switch module with centrally located sealed display unit to the air suspension seat, tilt/telescoping steering wheel and optional CD player with high-output speakers, the Bell ADT cab is the best office on wheels by far.

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# Safety doesn't happen by accident



At Bell safety is a major consideration during the design process of our ADTs and we take pride in achieving industry firsts and integrating the latest technology into our trucks.

Keyless Start, Standard Turbo Spin Protection, On-Board Weighing, Tip Safe, Neutral Park Brake, Downhill Speed Control, Hill Hold, Automatic Traction Control and Fleetm@tic® - all geared towards improving machine automation and self protection, to ultimately impact positively on machine and site safety.

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## insight

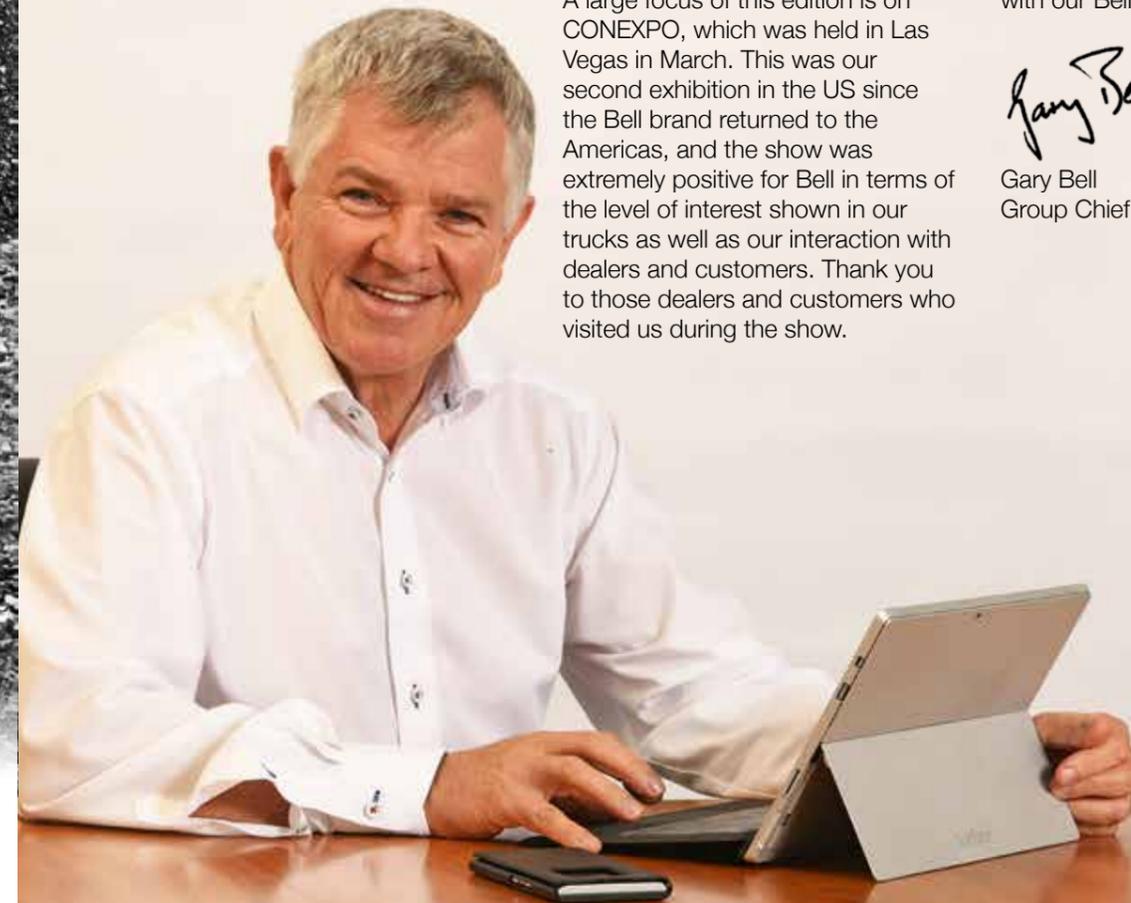
Welcome to the first edition of our new electronic magazine, The Bulletin - Global edition, which focuses solely on our Articulated Dump Trucks. Our aim is to deliver a high quality magazine with a global appeal by choosing a selection of customer stories from some of our major markets as well as news about our latest product and business developments.

A large focus of this edition is on CONEXPO, which was held in Las Vegas in March. This was our second exhibition in the US since the Bell brand returned to the Americas, and the show was extremely positive for Bell in terms of the level of interest shown in our trucks as well as our interaction with dealers and customers. Thank you to those dealers and customers who visited us during the show.

You will also read about the northern hemisphere introduction of our B20E Low Ground Pressure truck, a variant of our smaller 20 ton trucks that have historically been successful in South Africa.

In the coming editions we look forward to featuring more of our global customers and hope that you find it interesting to read about their businesses and their experiences with our Bell trucks.

Gary Bell  
Group Chief Executive



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# CONEXPO wrap up

*Widespread optimism, heavy foot traffic and the professional execution of a world-class Bell stand were key contributors to the all-round success that the company enjoyed at CONEXPO 2017, held in March in Las Vegas, USA.*

President of Bell Equipment North America (BENA), Neville Paynter, said: "The whole Bell stand was a very professional presentation of our Articulated Dump Truck business, and certainly established our objectives in displaying our capability as the specialists in ADT design, manufacture and distribution of ADTs. We received many comments and acknowledgements from visitors and our dealers on the fabulous presentation at the stand, which left no doubt in their minds about our presence and commitment to being the world's number one ADT."

The B60E and B45E were displayed for the first time in the Americas and generated huge interest from customers and dealers alike. "The unit on display was sold by our dealer, Orion Equipment, to Kerr Construction, who has bought the first two B60Es in the USA. Kerr has agreed to allow Orion to demo the unit to another customer in Washington State who also showed great interest in the truck."

Stemming from the show, demonstrations of the B60E are also planned for at least five customers in Georgia and Canada over the next few months.

Although Bell isn't focused on selling machines at trade shows, several North American dealers concluded orders at the show. "Some of these had certainly been worked on for a few weeks or months prior to CONEXPO but final discussions at the show helped to make these happen," says Neville, who confirmed that orders for about 70 trucks were received from 11 dealers.

Furthermore, Bell Trucks America, Bell Equipment's distributor in North America, will be ordering a large batch of B20E Low Ground Pressure trucks for delivery in the second half

of 2017, believing that there is good potential for these trucks gauging by discussions with dealers and customers at the show.

"It was exciting to see Bell dealers visit the booth and, in most cases, bring their customers with them. Bell dealers and customers from all over the world, including Australia, New Zealand, Russia, Middle East, Latin America, Alaska, United Kingdom, Europe, Africa, South America and Scandinavia, were hosted at the Bell stand and at a dealer and customer evening," said Neville.

The dealer and customer evening was dedicated to the launch of Bell Equipment Capital, Bell Equipment's new finance partnership with leading global financial solutions partner, DLL, and was a major highlight of the show. "This was one of the best international events that I have attended," said Neville. "We had over 215 dealers and customers from around the world join us for a wine tasting evening at the Rio Hotel's Wine Cellar. This was a huge achievement, with good quality attendance, particularly when you consider all the other events the show and Vegas have to offer."

The signing of the Global Vendor Programme Agreement between Bell and DLL on the stand the previous day was another highlight and marks a huge step for Bell providing a professional and enhanced approach for the company globally on truck finance going forward.

Importantly discussions were also held with ten new potential dealers in the USA as part of Bell Equipment North America's focus to develop new territories. "These meetings were positive for us and at least three new dealers should come on board in the coming months," adds Neville.

He concludes: "CONEXPO 2017 created an opportunity for everyone to see what the Bell team can do and it was fantastic to see strong teamwork between the various Bell regions and our partners, which once again illustrates how we pull together for the benefit of our customers."



## Key CONEXPO 2017 statistics

- Total attendance for the week neared 128 000.
- Almost 26 000 international attendees from 150 countries accounted for nearly 20% of overall attendance.
- Almost half the attendees were in executive positions at their companies and more than 60% were in a decision-making role.
- US buyer attendance increased over 16% from the 2014 show, and total buyer attendance improved by almost 8%.
- Overall contractor and producer attendance grew by 10%.



# New Large Trucks strengthen Bell as a global ADT specialist

CONEXPO 2017 provided an opportune platform for Bell Equipment to cement its position as a global Articulated Dump Truck specialist by showcasing its new E-series Large Truck range, introduced globally at the end of 2016 and represented at the show by the B45E and B60E models.

The five E-series Large Truck models - the B35E, B40E, B45E, B50E and the unique 4x4 crossover B60E - follow the culmination of three and a half years of development and testing. They effectively complete the E-series range that was launched four years ago with the smaller B25E and B30E offering.

Bell re-entered the American market under its own brand in 2012 and has since continually grown market share. "Customers quickly saw the benefit that focused engineering brings to our trucks. North America, and the USA in particular, is a key market for ADTs and we are excited about the success we have had in such a short time after coming back. With our North American sales continually growing, studies have commenced with regard to setting up manufacturing in the USA. Building closer to market allows for

better flexibility and quicker response, and this again improves the customer experience," comments Bell Equipment Group Chief Executive, Gary Bell.

Speaking about the E-series Large Trucks, Gary added: "At Bell we don't get to rely on our brand name. Our products need to perform and what we see with our E-series trucks are world class machines capable of taking on any of the competitors anywhere in the world."

Importantly the E-series Large Truck programme has achieved its main design goal of improving on the lowest cost per ton industry benchmark set by its D-series counterparts. Comparative testing between the B40E and the B40D revealed that, taking into account all variables, the B40E delivers up to 10% lower cost per ton to Bell

customers than the B40D. "Similar improvements will be seen across the entire range and this will impact directly on our customers' profitability and ability to tender more competitively," says Bell Equipment's Product Marketing Manager, Tristan du Pisanie.

Bell is particularly optimistic about its 45-tonner in light of increased global demand for this truck size. With its rated payload of 45 tons, a bin volume of 33yd<sup>3</sup> (25m<sup>3</sup>) and a powerful new engine, the B45E has the potential to become the most popular model in the range due to its overall value proposition to customers.



## Customer feedback

Full production commenced during the third quarter of 2016. Early units operating at customer sites in various parts of the world have now been working long enough for Bell to start receiving feedback and Tristan reports that it has all been very positive.

"Our machines are impressing customers with their industry-leading power-to-weight ratio, translating into good cycle times without compromising on the traditional Bell virtue of outstanding fuel efficiency. These two factors, combined with increased payloads on some models, are key to delivering lower cost per ton."

The cab has also been singled out by operators who find it a great place to work. Designed according to ISO standards for ergonomics, the cab layout ensures that controls and features are within comfortable reach of operators of all sizes, while noise levels have been kept to a minimum thanks to efficient sealing and noise isolation. The result is an operator environment that promotes comfortable productivity.

## Value adding features

Another area of positive feedback is the generous features that Bell has standard on its ADTs that enhance ease of operation, productivity and safety. Tristan says: "This is an area where Bell has led the industry and we are working hard to retain our lead and stay at the cutting edge of ADT technology."

There are a number of industry firsts where Bell has set standards that other ADT manufacturers have followed. On-board weighing, for example, was introduced on Bell ADTs in 2002 and has been subject to continuous development and improvement. "On-board weighing is not easy," says Tristan. "Imagine jumping up and down on a bathroom scale and trying to figure out how much you weigh. Bell has reached the point where we can confidently state that we are accurate to ±5% irrespective of the loading method and loading tool. We believe that we are the only people who can claim that."

A second feature is Tip Safe, which Bell introduced in 2010, and has proven to be a safety feature that customers really value as well as a key factor in Bell securing deals in a number of instances. Due to the oscillation joint, it is possible for an operator to reverse a truck so that the rear chassis is leaning over precariously while the front is level. The Bell Tip Safe feature prevents the tipping of the bin when it is unsafe to do so.

A third feature, Neutral Park Brake, was introduced in 2009 and negates the risk of a truck rolling away when it is put into neutral and the operator takes his foot off the brake pedal, particularly when the truck is parked on a slope. A Bell ADT automatically applies the park brake when neutral is selected and automatically releases it when the transmission is put in gear and the operator applies pressure to the accelerator pedal.

Downhill Speed Control, a feature of Bell trucks since 2008, automatically varies retardation to keep a vehicle

at a set speed (the speed at which the operator takes their foot off the accelerator pedal or brake pedal) while going downhill. This allows the operator to focus on steering without having to worry about controlling speed. This feature has been further improved with the launch of the B35E to B60E.

With the introduction of the B35E to B60E, Bell has additionally introduced an automatic Hill Hold whereby the brakes are automatically applied if the operator takes his foot off the accelerator pedal while driving up an incline to prevent the truck from rolling backwards. When the accelerator is activated again the brakes are released when there is enough engine torque to pull away smoothly. "The great part of this feature is that it is 100% automatic and will not allow the truck to roll backwards in an unsafe manner," says Tristan.

Gary Bell says: "The E-series range is packed with 35 years of experience in ADT design and manufacturing, combined with a research and development investment of US\$60 million over seven years. As a benchmark, the development and testing of this range was about 10 times what was spent on our D-series. We've been able to move our durability and reliability up a couple of notches and our three years of experience with our E-series small trucks have shown that the reliability factor that's been built into the trucks has taken us a good way forward from the D-series. Here at Bell we look forward to our E-series providing outstanding service to our customers for many years to come."



# Bell increases reach of innovative B60E hauling concept

Following its debut at Bauma Germany 2016, Bell Equipment's 60 ton crossover truck, the B60E, was presented along with the company's new E-series Large Trucks for the first time in North America at CONEXPO 2017.

Featuring the new E-series truck styling and features, the range includes the latest generation Mercedes Benz engine, certified for off-highway use by MTU, with an Allison transmission. Both have a distinguished record in on-highway trucking, an industry which demands both high performance and exceptional fuel economy, and they have been optimised for off-road performance by Bell.

President of Bell Equipment North America, Neville Paynter, says: "The new engine enabled Bell to extend its geographical reach in 2016 and made the B60E available in emissions regulated countries for the

first time. We were excited about the potential of the B60E in the Americas because of the feedback we had received from other markets with regards to off-road performance, productivity and fuel consumption. Machines that have come into the US over the past year have proven themselves during site evaluations."

The B60E is an Articulated Dump Truck (ADT) with a single rear axle instead of the more typical double axle. The traditional ADT characteristics of all-wheel drive, oscillation joint and articulation steering are maintained to deliver a proven competitive alternative to

both rigid dump trucks (RDTs) and traditional ADTs.

When compared to RDTs the B60E has far more capability in challenging conditions, according to Bell Equipment Product Marketing Manager, Tristan du Pisanie. "The oscillation joint keeps all the wheels on the ground, which allows the all-wheel drive to perform at its best. If a rigid dump truck operator is looking for more flexibility from their RDTs or has to stop production when conditions are unfavorable, then the B60E is a great solution for them. The truck has operated side-by-side with rigid dump trucks on a number of sites where it has

proven its capabilities. We also have customers looking into the feasibility of a mixed RDT/B60E fleet which would allow them to standardise on one loading tool and give a high level of flexibility when deploying their equipment.

Tristan adds that when compared to ADTs, the B60E offers a level of productivity never seen before. "While the 2-axle configuration does not have the same level of off-road ability that a 3-axle ADT has, due to the higher ground pressure at the rear, there are many ADT customers who do not need all of the capability of a traditional ADT and the simpler B60E is a great solution. In addition the B60E has almost no tyre scuff, a major sore point for the middle and rear axles of a 3-axle ADT. We have sold a number of B60s to ADT customers in various parts of the world who are running the B60E very successfully and enjoying the increased productivity it offers."

The B60E shares the B50E front chassis powered by a EU4/Tier4final certified 430kW Mercedes-Benz/MTU inline 6-cylinder engine combined with Allison's 7-speed transmission, to guarantee high standards in driving comfort, safety and fuel economy. Braking and retardation of the 42.5-/97.5-t 4x4 is assured by wet brakes on all wheels in combination with powerful Jacobs Vehicle Systems® engine braking.

The rear chassis is a completely new design and incorporates all practical experiences and analytical data gathered in the extensive four-year test programme with B60D prototypes and production machines working in actual quarry and mining operations in South Africa. Now featuring a suspended 70-ton rear axle with 24.00 R35 twin tyres, the nominal payload is rated at 121,254lbs (55 metric tonnes). Far larger than a conventional ADT bin,

the flat-bottomed 45.8yd<sup>3</sup> (35m<sup>3</sup>) body resembles a rigid-truck bin in its dimensions and geometry, which makes it fully compatible with existing loading equipment in mines and quarries and assures an ideal 2:1-heap of coarse blasted material.

In addition to delivering cost efficiencies related to economies of scale, the economical drive-train of the B60E delivers significantly lower fuel consumption than a traditional rigid truck.



Safe Tip, downhill speed control and auto 4x4 traction control. Other standard features include auto grease systems, rearview camera, onboard diagnostics, and Bell's Fleetm@tic® telematics with full production data reporting.

In Southern Texas the B60E was used by Wright Materials Inc. to haul from a sand and gravel pit to the plant, about three miles away. The haul road was level and well maintained, which creates tough conditions for any ADT that will see high fuel burn due to the truck continuously running at high speed.

"With an average haul cycle of 6.6 miles (10.6km) and an average payload of 61.8 tons (56 tonne), the B60E was in a league of its own delivering an average of 140 tons/hour (127 tonnes/hr) with fuel consumption between 9.4gal/hr (35.6l/hr) to 10.5gal/hr (39.7l/hr)," says Paynter.

"In Oregon the truck was evaluated by a customer of Orion Equipment, our dealer in that region, and they have since ordered two trucks," he adds. "The B60E took the place of two 40-ton ADTs to haul heavy rock out of a steep pit and along a wet, sticky clay haul road. With an average payload of 56,0 tons (50.8 tonne) along an average haul distance of 0.2 miles (0.3km), the B60E used an average of 5.2gal/hr (19.7l/hr)."

Commenting on the B60E, Bell Equipment Group Chief Executive, Gary Bell says: "With our 60-tonner we've broken the mould with how things should be done with an artic truck and I'm pleased to see that the vision we had is proving itself. I know many of our customers who have been testing and running the B60 are very impressed with its ability to run in all weather conditions as well as the fuel consumption and cost per tonne of these vehicles."

This has been demonstrated during product testing and on customers' sites around the world.

Bell B60Es have been placed in Africa, Europe, North America and Australasia. The truck has proven its versatility on customer sites moving rock, ore and sand over extended haul distances, easily managing steep gradients, tight turning circles and poor underfoot conditions in inclement weather.

Customers applaud the easy transportation of a truck this size, as well as the truck's productivity, operator comfort and safety features. Incorporated into the truck as standard, for safety, are Hill Hold,



# Financing partnership boosts Bell customers' competitive advantage

At CONEXPO 2017 Bell Equipment announced a new venture with leading global financial solutions partner, DLL, and the subsequent launch of Bell Equipment Capital, a finance division focused on structuring the most favorable finance options to further build on the competitive advantage of owning and operating Bell trucks.

"Bell Equipment has been in the heavy equipment game long enough to understand that to fully meet customers' needs and expectations requires more than just providing strong reliable machines and strong reliable support. Critical to customers' owning and operating costs, and ultimately their business success, is our understanding and ability to provide the best finance ownership and utilisation plans on our trucks," says President of Bell Equipment North America, Neville Paynter.

"The formation of Bell Equipment Capital comes as a result of three very successful years of working with DLL in North America where together we have facilitated many finance deals for customers to own Bell trucks. Our finance products and structures have made it possible for customers to realise lower finance rates with enhanced cash flow and tax benefits, enabling capital resources to remain intact."

The success of our regional finance agreement in the United States has enabled us to grow this into a global relationship and has given us a great

foundation to build upon," says Neal Garnett, President: Construction, Transportation & Industrial Global Business Unit at DLL. "Bell Equipment understands and values the seamless integration of financial solutions into its overall sales proposition, which enhances the customers' overall experience with Bell and its equipment."

Bell Equipment Capital exposes customers to a complete range of financing options for acquiring Bell trucks, including full payout loans, fixed price purchase options and tax or true leases. By providing flexible structures on all Bell products, customers can be in control of their specific business and capital requirements, which results in efficient and effective operating costs to meet their business goals and keep them as competitive in their business as possible.

For example, Bell Equipment Capital allows customers to upgrade to new and better equipment anytime during or at the end of the equipment contract term so that they can benefit from the latest equipment technology. Additionally, for

businesses tied to seasonal fluctuations, equipment agreements can be structured to provide seasonal payments when customers have income. For construction situations, payments can be tailored according to a business's fluctuating revenue stream with lower monthly payments when revenue drops, higher payments during peak times and the option to skip payments during exceptionally slow months.

Bell Equipment Capital's team of construction financing professionals is committed to offering proven industry experience wrapped around the highest level of service quality. "Pretty much what customers have come to experience with the Bell product offering," says Neville.

"There is no doubt that Bell ADTs offer customers the best value, reliability and quality experience in today's market. Bell Equipment Capital will now add to the overall customer experience of truck ownership, where 'best in class' is not just a phrase but another successful delivery from Bell," he concludes.



Bill Stephenson (CEO, DLL) and Gary Bell (Chief Executive, Bell Equipment) sign an agreement to officially launch a new venture focused on offering Bell customers around the globe a complete range of financing options for acquiring Bell trucks.



Bill Stephenson (CEO, DLL) and Mitch Nevins (President, BTA) shake hands following the launch of Bell Equipment Capital. Looking on are Leon Goosen (COO, Bell Equipment), Tom Meredith (COO, DLL) and Gary Bell (Chief Executive, Bell Equipment).

# Making a great product better



At Bell Equipment our goal is constant improvement. And we've achieved this with our new E-series Large Trucks - the Bell B35E to the B60E - by providing you with these key features:

- The most comfortable cab available
- Improved machine safety
- Bigger payloads
- More engine power
- Legendary fuel consumption
- Increased machine self-protection against operator error

Together these features promote higher productivity, availability and increased safety while delivering a lower operating cost and the lowest cost per tonne. See the benefits for yourself by tracking your machine with our telematics solution, Fleetm@tic®.

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# Bell B20E ventures into new territory

Bell Equipment is extending its global product offering with a Tier 4 version of its 20-ton truck, the B20E 6x6.

This model offers customers the benefit of safety and performance enhancing technologies developed by Bell over the past thirty years and further cements the ADT manufacturer as the global leader in the off road haulage market.

“This is a niche market that currently offers customers very little choice,” explains Bell Equipment Product Marketing Manager, Tristan du Pisanie. “We’ve been a strong competitor in the 20-ton market in southern Africa for many years with our B18 and B20 trucks, so it seemed a natural progression to now offer this size of truck to the rest of the world. Apart from offering a quality product, it also gives our customers an opportunity to standardise their fleet with one supplier for ease of support.”

Based on the company’s B25E and B30E trucks, the B20E 6x6 has a well proven platform that has been put to the test in high production environments across the globe. “Through sharing these genetics we are confident that the B20E 6x6 will be a very durable product for our customers,” says Tristan.

The truck is a true 6x6 with a driven rear axle unlike its 6x4 African counterpart. It is powered by the Tier 4 final/Stage 4 emissions compliant Mercedes Benz OM934LA (MTU 4R1000) and fitted with wet brakes to offer sealed protection against deep mud. Customers also have the choice between standard 20.5R25 earthmoving tyres or low profile, extra wide 800/45 R30.5 tyres that provide significantly reduced ground pressure and market-leading

flotation in very muddy or soft sandy underfoot conditions.

Like the rest of the Bell E-series ADT range, the B20E 6x6 is designed for ease of operation and high production having a very similar power-to-weight ratio to the other Bell ADTs, which gives the optimum balance between performance and fuel consumption. For example the B20E ADT has a power-to-weight ratio of 4,92kW/tonne (6hp/ton), which is in line with that of the B30E.

The truck also includes standard benefits and features such as onboard weighing, Tip Safe, Neutral Park Brake, Downhill Speed Control, Hill Hold and the company’s proprietary satellite fleet management system, Fleetm@tic®.

According to Tristan there is a definite need for this size of truck. “For example, on small to medium scale housing developments and golf course projects a 25-ton or 30-ton truck is just too big. This type of work calls for a smaller, more nimble truck with 6x6 that can also cope with the soft ground conditions found in a lot of these applications.”

The B20E boasts an impressive turning circle of 3 678mm (12ft 1in), with 800mm wide tyres, and ground pressure as low as 95kPa with the

wider tyres, using the 3 inch sinkage method. A load over height of 2 537mm (8ft 4in) also allows the bin to be filled by a number of different loading tools.

Rental companies could also benefit greatly from having a truck of this size in their fleet. The ability for this truck to be able to perform so well in such a high number of varied applications means that these companies are well positioned to satisfy whatever their customers’ needs are. This bodes well for high

fleet utilisation and great return on investment.

“At Hillhead last year we had the concept on display and received a number of firm orders. We have since been met with a lot of interest from the United Kingdom and Europe in terms of potential orders and requests for demos. At CONEXPO a number of dealers and customers were very interested in the benefits of this smaller ADT and we also secured some sales,” says Tristan.



# Bell Equipment establishes position as safe-tip software forerunner with help from Chepstow Plant

As ADT manufacturers increasingly work towards 'retro fitting' machines with safe tip software, Bell Equipment reiterates to plant hire and quarry operations that it is the original 'early adopter', as only Bell has included integral on-board anti-tip technology within its machines, since 2008.

The digital age has truly arrived in the quarry. The inclusion of safe tipping software within ADTs is certainly becoming more evident, with on-board technology proving vital in the prevention of accidents and expensive machine damage.

However, very few manufacturers include this far-sighted technology as standard, which has led to many ADTs being 'retro-fitted' with software capable of working compatibly with inclinometers.

As a safety specialist in the ADT market, Bell has invested heavily in research to develop systems that prevent its ADTs from performing unsafe or overloaded tips. The company considers the development and installation of integral safe tipping solutions 'a none-negotiable' essential, citing its included software as 'being as fundamentally important as the engine itself'.

Bell 'Tip-Safe' software works by cross-referencing the machine's angle reference taken using its integral inclinometer with the on-board weighing feature. A pitch-and-roll sensor then sets appropriate limits for safe bin-tip activation. If the vehicle is positioned at an angle where a bin lift could cause instability, the machine's operator will be warned of a potentially dangerous action on the display monitor, and will consequently be able to cancel the load manoeuvre, and prevent the bin from tipping.

Bell Equipment's commitment to developing and installing effective digital safe-tip solutions has, in parallel with the ADTs themselves, evolved in recent years.

Since commencing its launch of the E-series of ADTs back in 2014 - designed as the progressed successor to the incontestably successful D-series range of

machines - Bell Equipment has further developed its on-board 'Tip-Safe' software, working in conjunction with client and safety research partner, Chepstow Plant International, following development meetings both in South Africa and the UK, so again this progression of safe operation becomes a boundary less benefit.

This recognised mineral extraction firm has pitched itself as an operator seeking to create a safer tipping environment as standard, and has set the bar for being an industry front-runner, providing clients with machines that can consistently and realistically set the payload within protected parameters.

Chepstow Plant has a long-established relationship with Bell, based on the 'solid trust' the two firms have developed over seventeen years. With over 17 Bell ADTs currently performing within the Chepstow Plant fleet, the company's Managing Director, John Corcoran, feels that the brand continues to perform safely and reliably for his firm, enhanced by the vehicles' inclusion of Fleetm@tic® technology.

It is this on-board digital reporting system that has successfully provided Chepstow Plant with automatic reports, alerts, production data and pole-to-pole satellite coverage over the years, enabling the firm's CI (Continuous Improvements) department to manage its fleet with greater control and efficiency.

The 'Tip-Safe' software is installed within the Fleetm@tic® system, and is constantly used by the CI team to prevent accidents and analyse findings. Recently nominated as a finalist for a MPA Health & Safety Award for ADT stability development, the division has chosen to further its own capabilities by providing real time information to Bell, under an initiative created to constantly evolve its ADT technology with every new model and system update.

John Corcoran says: "Safety is the number one priority in our industry and protecting our employees and customers is of paramount importance to us. Fleetm@tic®, Bell Equipment's purpose-designed on-board fleet management system, is enabling us to do this effectively. Our first-hand knowledge of the technology along with our continuing commitment to safe working practices also makes us the ideal development partner for Bell and we're keen to be involved with the continued development of the system and the extent to which it can be used. The system will always only be a supporting security device that has to be managed and integrated into a workforce that has an interdependent safety behavioural approach.

"Most recently, we have been looking at how it can support site and operator safety. This has resulted in the system being able to monitor not just a machine's production performance but also vital safety elements such as physical stability and tipping points," adds John.

Nick Learoyd, Managing Director at Bell Equipment UK explains more: "Safety, for both the operators of our ADTs and the ADTs themselves, has been fundamental to the Bell Equipment ethos since our first trucks were designed and manufactured. This has continued and led to the development of our industry-leading Fleetm@tic® system.

"Working with Chepstow Plant has enabled us to fully research what this system is capable of, with on-the-ground trials providing invaluable information to help us fine-tune its features and performance. As such we are confident that the latest E-series has only cutting-edge safety technology on board.

"Furthermore, as our 'Tip-Safe' software has been fitted 'as standard' to Bell Equipment models since 2008, our pre-owned models can still be considered the safest on the market, especially compared to their contemporaries," adds Nick.

Increasingly, the future of safety in the quarry environment is relying on the right software. Having innovated, researched and advanced its Fleetm@tic® system to develop such tools, and by using insight from Chepstow Plant, Bell Equipment is not only a forerunner, but a specialist in the field.



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For more information email us at [fleetmatic@bell.co.za](mailto:fleetmatic@bell.co.za) or visit us online at <http://fleetmatic.bellequipment.com>

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# Timber truck - a new concept for log forwarding

*“Very impressive,” is how Lars Rosewarne describes the new Bell T403E Timber Truck he recently purchased from CablePrice (NZ) Ltd for his Whangarei-based forestry harvesting operation, Rosewarne Contracting.*

Since early March, the firm has been putting the Timber Truck through its paces in challenging, sandy conditions in the Opotu Forest, New Zealand where it is exceeding expectations, he says.

“The productivity of the truck is extremely high. This is the first full-length machine we’ve had, which has made a real difference. It can take two bays of different sized logs, with gives us flexibility and allows us to carry 30 tonnes of logs with every load. The low emission 6-cylinder, turbo-charged Mercedes engine has plenty of power, which you need when you’re moving up to 500 or 600 tonnes of logs a day.”

In anticipation of operating on the sand, Rosewarne Contracting fitted the Timber Truck with large flotation tyres, which are already providing good protection for the roads. “The combination of the flotation tyres and correct axle spacing is working out really well. We’re not punching the roads out, like we did with our older machines when we didn’t have the axle spacing quite right. The flotation tyres are making it a lot easier to work on the sand, and will allow us to work through the winter without destroying the roads. This was a major reason we bought the Bell Timber Truck – to work on sand, and allow us to do away with our skidders at Opotu.”

The Bell T403E’s low rate of fuel consumption has been an added bonus, says Lars. “We’re only filling it up about once every four days, which we didn’t expect. It’s going really well.”

Operating the new Bell is 75 year-old Dale Right, who is more than happy with the machine. “It’s comfortable to drive, with a decent sized cab, a good seat and air conditioning. It also has very good lights, which are important when the forest is closing in around you. The reversing camera is good too.”

Rosewarne Contracting runs a highly professional forestry contracting



operation and is contracted to some of the largest forest owners in the upper North Island, such as Rayonier and Hancock Forest Management.

The firm has been dealing with CablePrice (NZ) Ltd, which imports and distributes Bell Equipment in New Zealand, for around 10 years, during which time Lars has brought a number of different brands and models of machinery.

He decided to invest in the new Bell T403E after being particularly “stoked” with the performance of the last of his three previous Bell machines, which had 15 000 hours on the clock. “The great experience I’ve had with the Bell brand and CablePrice made the decision easy.”

Phil McKenzie, Equipment Sales Specialist at CablePrice, believes the concept of using a Timber Truck

rather than traditional log forwarding methods could “well catch on” in the New Zealand forestry sector.

“Cost per tonne with a Timber Truck can be significantly less than other systems. This is all down to its productivity, given it can carry more timber than a forwarder and has faster ground speed. The Timber Truck certainly refines the concept of log forwarding in certain applications.”

Other features of the Bell T403E include rear and front chassis with belly plates, which protects the transmission unit at the front of the truck. Raised prop shafts ensure optimal ground clearance during operation and protect against machine damage.

The operator cab is a ROPS/FOPS unit to protect against driver fatigue with new-technology Xenon lights

allowing the machine to be operated in darker parts of the forest without compromising safety.

Lars says he values the relationship his company has with CablePrice, which dates back more than a decade. “We have got to know them well and built good relationships. Their salespeople are really good, and CablePrice delivers the right machines for the job, when you need them. They also put a lot of effort into delivering good after-sales support and service.”

Although it’s early days, Lars couldn’t be happier with the new Bell T403E. “It’s doing the job, drives well, has excellent productivity and fuel efficiency, and does everything we want it to do. We’re really happy with it.”

# No mountain is too high for Chemc Environmental with Bell B30Es

*Chemc Environmental, an award-winning civil engineering and rehabilitation company that specialises in mine rehabilitation, is using four Bell B30E Articulated Dump Trucks on a unique project to rehabilitate the Alpha Anthracite Mine outside Vryheid in the KwaZulu-Natal interior of South Africa. Conditions vary from extremely dry and dusty winter conditions to extremely wet and slippery after rains.*

Operating a mine within strict health and safety legislation is challenging, but the responsible and complete rehabilitation of the mine when it has run its economical life is in many respects even more onerous. Only once the mine area and its surrounds have been returned to their natural state, to the satisfaction of the Department of Mineral and Resources, can the mine be closed from a legal view point, says Conrad Herbst, the owner of Pretoria-based Chemc Environmental.

The Alpha Anthracite project started about four years ago after Chemc Environmental conducted an environmental impact assessment and compiled a rehabilitation plan for the mine, which was originally owned by the Duiker Mining Group, but is now the responsibility of Glencore Mining. "The Department of Water Affairs had a serious problem with coal discard against the mountainside because every time it rained acidic water came down the mountain. There was also an additional 600 000m<sup>3</sup> of discard dumped in the area that eventually caused pollution in the Mfolozi River," recalls Conrad.

Due to Chemc Environmental's experience and knowledge of the project, they were subsequently

appointed to implement the rehabilitation plan. Initially road tippers were used to move 600 000m<sup>3</sup> of discard into one of two demarcated areas that previously had been badly eroded so that it could be shaped and sealed.

needed something that could safely operate on its own.

"We decided on Bells and have been very, very happy. We worked with two trucks for the first month and they've worked so well that we have put another two into operation," says Conrad, who has hired all four Bell B30E Articulated Dump Trucks on dry rates from Civil Tech Construction in Pretoria.

The B30Es are tasked with moving 50 000m<sup>3</sup> of discard material from the loading site, situated 284m up on a mountainside, and off-loading the material into specially prepared pits. A roundtrip is just over 6km and includes a challenging stretch of road (of about 1,4km) that has been specially cut into the mountainside with a dozer and an excavator. The road is hardly visible from below as per the condition set by the Department of Environmental Affairs.

The road is rough and rocky, coated in a thick layer of fine dust that would be treacherous in the wet. The gradients are not for the faint-hearted, particularly two sections that Conrad estimates to be over 30 degree inclines, and with a few tight turns for good measure.

As a result the B30Es each carry a lower than rated payload, which is loaded with a 20t excavator. Due to

the narrowness of the mountain pass, the trucks travel in single file with each truck completing 11 trips in a nine hour shift. "We know the trucks can load more but purely from a safety aspect we don't want to overload," says Conrad.

The ascent and descent control, the ease of turning and fuel consumption are all features of the B30E that have impressed Chemc Environmental. "We thought fuel would kill us on this contract but the trucks have pleasantly surprised us with fuel burn of around 8,9 litres per hour."

Continues Conrad: "We've been impressed with the ease with which these Bells work. They've given no hassles in all the time we've been running them. The only downtime we've had was due to a flat tyre caused by a very sharp piece of old reinforcing steel that was picked up in the rubbish at the top of the mountain, and the servicing of one of the trucks, which had come straight from a site in Namibia."

While the Bell machines are making a positive mark, what makes the

project unique is the way in which the area is being rehabilitated using the environmentally friendly 'hessian and sausage' method of immediate dust control and vegetation establishment. Chemc Environmental has used this method on two previous rehabilitation projects, which won the company the first and runner-up prizes at the 2008 Nedbank Green Awards.

Explained simply, the discard material is packaged and compacted between carefully constructed layers of bentonite and topsoil to make a fully enclosed 'discard pie'. According to Conrad compaction is critical because the lack of oxygen prevents the combustion of the discard. Likewise bentonite expands to 16 times its dry mass with moisture and is so dense that nothing can penetrate it to reach the discard.

Two metres of growing material is spread on top of the final layer of bentonite, which is then criss-crossed with lengths of biodegradable hessian socks, stuffed to resemble sausages with a

mixture of topsoil, dung, compost and a variety of indigenous grass seeds harvested from the area at the start of the project. Also included in the mix is a small amount of Chemc hydrogel, an inert material that absorbs water and retains moisture for 29 days - long enough for the seeds to start growing.

The project is ticking all the boxes from both the environmental and social responsibility aspects. "The project employs 11 operators and 20 channel operators. The only people who are not local are the Bell drivers because that is a specialised job," says Conrad. In addition, three gravesites have been identified and preserved, and to ascertain the future impact of the project, the water quality of 12 sets of double boreholes is being monitored.

Alpha Anthracite has been entered into this year's Nedbank Green Awards, which will be adjudicated later this year, and has already won the Mine Safety and Environmental Award, which is the second largest award by the Chamber of Mines.



Conrad Herbst of Chemc Environmental with Casper Lourens of Bell Equipment Vryheid and Chemc Environmental's Site Manager, Lon du Toit.



# Relationships, intelligent ADT design and a rolling programme of trade-in, delivers success to JoinPoint

*For many companies, developing strong, successful working relationships with employees, customers and suppliers alike, is considered the best foundation for growth and achievement.*

It's a philosophy drawn upon by Leicester-based JoinPoint Ltd, an experienced plant hire specialist in the United Kingdom, renowned for its ability to create and maintain first-class supplier and client relations through the selection and operation of exceptional machines.

Running an impeccable fleet of 55 machines including ADTs, rollers and excavators - close to half of which have been supplied by Bell Equipment - has rewarded JoinPoint with an untarnished industry reputation, and resulted in the achievement of long-term working relationships with multi-disciplinary contractors, including the Buckingham Group.

Maintaining strong working relationships, offering a powerful, modern fleet, and employing a knowledgeable team, have become considered the successful components for this continually developing firm, as Paul Finnegan, owner and chairman, has learned over nearly forty years in the industry.

Paul helped create JoinPoint back in 1987 as a separate plant hire division of the original Paul John Group, a firm established in 1976 as an infrastructure and drainage subcontractor to the housebuilding industry. He built up a reliable and committed team, bringing his now Managing Director, David Brown, on board within the early years.

Paul and David had known each other for many years before Paul offered David a position when he came out of the army. They both spent the late-eighties fulfilling a demand for drainage projects nationwide and David's dedication to the role led to him being promoted to MD by 1996. By 2000 JoinPoint had moved away from the drainage division of its operation, to concentrate solely on the increasing demand for plant hire.



JoinPoint's David Brown, Ruby Finnegan and Paul Finnegan have a closer look at one of their new B30Es.

on our plant hire offering and better understand our clients' needs, the service they expect, and the machines they require," Paul explains.

"When choosing machines, we don't take decisions lightly, and do our groundwork to find vehicles that will prove reliable and deliver results for our customers. This is why, since 2002, we've bought machines from Bell Equipment.

"Our fleet comprises 55 machines, 18 of which are Bell B30E ADTs, with a further seven Bell machines, of the same model, on the way.

"Why so many? Put simply, the vehicles are exceptional and the relationship we've formed with the Bell team works so well that our business can only benefit."

Paul goes on to explain some history behind the firm's decision to invest in new Bell machines. Back in 2002 JoinPoint equipped its fleet with the Bell model of the moment, the B30D. A total of 30 B30Ds were put through their paces and achieved impressive results over a 12-year period, then in 2014 a decision was made to begin a programme of investment, intended to replace all remaining Bell stock with new models from the advanced E-series range.

Twenty B30Ds were traded back to Bell by JoinPoint and were replaced

- and extended upon - with 25 new Bell B30E models.

The capabilities of these evolved ADT models have been attributed to the vehicles' intelligent design, which serves to provide the highest level of automation, control and off-road ability within its class, together with a competitive cost-per-tonne return. The model's innovative on-board truck management system has been developed to include a Hill Hold function, bin tip prevention, an auto-park application, turbo spin protection and on-board weighing, all as standard.

The remote machine monitoring system, Fleetm@tic®, designed to promote maximum productivity and machine operating efficiency as well as operator comfort and the high performance modern diesel engine, makes this product attractive for a fleet that has regular plant hire use. "The Bell machines within the JoinPoint fleet always work hard and tend to experience more time out on-site than our rollers and excavators, so for that reason we choose to replace them more frequently," explains Paul, who is confident in the knowledge that the machines he and the team have invested in will deliver the reliability and results he has come to depend upon.

"A two-year rolling trade-in programme works best for us, as our clients receive all the benefits of having brand new or very young

machines, and we forego the costs associated with replacing worn parts and tyres that can typically be required for vehicles over 24 months.

"We can then hand our machines back to Bell to recondition, service appropriately and present to the pre-owned market as a low-hour vehicle, with exceptional fuel efficient properties and best-in-class power."

This is a detail Nick Learoyd, Managing Director at Bell Equipment UK, picks up on, commenting: "JoinPoint's operational model of only using machines up to two years old certainly works for them and it's because of this business practice, together with the maintenance skills of our own engineers, that we are able to bring high-quality, young ADTs to the pre-owned market, and demand for these machines is thriving, not just in the UK, but also in Iceland and South Africa. Furthermore, with Tier 4 models of the B30E expected to be released by their initial owners soon, we anticipate significant pre-owned interest from even more customers, including clients in the US.

"Traditionally, used machines will have accumulated anything from 7 000 to 12 000 working hours, whereas the ADTs we receive from JoinPoint are more likely to have in the region of 4 000 - making them an extremely attractive pre-owned purchase option," adds Nick.

At the handover were (left): Ian Cobden (Bell UK), Richard Higgott (Bell UK), David Brown (MD, Joinpoint), Ruby Finnegan (JoinPoint), Paul Finnegan (owner, Joinpoint), Nick Learoyd (Bell UK).



By trading in its two-year old ADTs for new models, JoinPoint's relationship with Bell continues to deliver results. However, it's not just working relationships that have thrived under the company's ambitious approach...there's also been some family progression.

Inspired by the JoinPoint team's achievements, Paul's daughter, Holly Finnegan, has herself become the owner of a Bell B30E, which she makes available through her own enterprise, HB Finnegan Plant Hire - a venture operated by Holly in addition to holding a place within the Join Point company.

Holly's business is proving successful, and has the potential to progress using the relationship-based approach she's already familiar with.

"Enabling construction projects to thrive through effective plant hire services is an area in which the JoinPoint team excels. The acumen runs in the family, and with our intention to keep relationships thriving between clients and suppliers, it's our goal to take the JoinPoint company further still," concludes Paul.

# Gallagher Group books fleet and relationship with Bell UK

*When a young Pat Gallagher from Kent in the United Kingdom bought his first plant machine back in 1973, he could not have foreseen that over 40 years later the Gallagher Group would be one of the largest construction and property businesses in the county, offering an unrivalled service and possessing a well-established reputation for quality, integrity and safety.*

It's a business that has excelled, having continually improved over close to half-a-century to boast its own extensive fleet of approximately 300 machines, including a significant number of Bell ADTs, as well as exclusive access to its own supply of aggregate and concrete - sourced from the company's Hermitage Quarry.

These key resources have helped enable the Gallagher Group to supply more than 70 different aggregate related products to clients, totalling up to one million tonnes per year, including primary aggregates, recycled aggregates and ready mix concrete, as well as soils and block stone for new build and heritage projects.

By delivering results time and again, this civil engineering and building firm has become renowned as a leading sub and principal contractor, with a remediation and infrastructure expertise that is highly sought-after within commercial, educational, retail and industrial new-build sectors.

It's a company with a vision, driven to deliver by striving not only to be the first choice for development sites and concrete supply in and around Kent, but to place itself as a company that takes a share of responsibility locally; enhancing its surrounding environment and building positive relationships with customers and suppliers as well as the local community.

"We're a community business," Mick O'Hare, the company's Managing Director: Building and Civil Engineering explains, "employing a considerable number of local people and working to attract investment into the area, while fulfilling projects that benefit the local economy and provide help and financial support that is focused on local needs."

As part of realising the company's vision and furthering its values to deliver quality services safely and considerately, the Gallagher Group ensures its fleet of ADTs and Loaders only comprises well-maintained machinery, renowned for

developed levels of mechanical safety as well as keen performance.

"Our plant fleet experiences considerable use across the organisation within building projects, civil engineering sites, in our quarry and at landfill sites," explains Mick.

"By placing considerable investment in securing reliable vehicles, then using the team within our own dedicated workshop and yard to maintain the machines, we can be sure of the responsible, safe operation of our plant fleet, which is reviewed regularly to ensure vehicles are replaced once a certain number of working hours has been reached."

This commitment to ensuring efficiency and safety has been among the factors that have contributed to the Gallagher Group now owning nine Bell Equipment machines, renowned for their reliability and endurance. The most recent additions to the fleet have been a new Bell L2606 Wheeled Loader, a Bell B30E ADT and a Bell

B40D ADT, each secured through the combination of a longstanding successful relationship and positive stand-based negotiations at the UK's reputable Hillhead 2016 exhibition.

Sean Connor, Managing Director of Gallagher Aggregates, found it an easy decision to place confidence back in Bell with this latest deal, which came to fruition at the bi-annual quarry-based event in Buxton, Derbyshire. He explains: "We visited Bell at the Hillhead exhibition back in June. The team knew that we were in the market for new machinery and were well prepared for our visit on the day. Bell understands the high standards we set ourselves as a company, especially in terms of efficiency and safety, and can relate our business ethic to the capability of its machines. This made agreeing a deal on the day a straight-forward process."

These latest machines add to the Gallagher Group's existing two Bell B30Es, three B50Ds and additional B40D ADT, all of which have been working safely, reliably and minimising downtime for over two years. Believing in the importance of always having up-to-date machines to execute its tasks, the aggregates

firm also chose to trade-in two of its existing Bell B30D dump trucks, which had each accumulated 16 000 hours, as part of the new deal.

performance equipment of the latest designs and specifications, recently manufactured and ready to deliver. Buying such reliable equipment from Bell enables us to maintain that status, and continue achieving results for our clients, community and our company, which is why I wouldn't hesitate to buy from Bell again."

In response, Nick Learoyd, Managing Director of Bell UK says: "Expectations for new plant machines to perform under challenging conditions, pioneer safety, prove themselves reliable, and keep downtime to a minimum should always be high.

"That's why it's so rewarding to learn from clients that the calibre of equipment designed and manufactured by Bell is more than capable of meeting those requirements.

Their experiences further our business's own reputation, develop relationships and help generate repeat custom.

"We're delighted that such a conscientious and successful firm as Gallagher continues to bring its business to Bell, and that our machinery is playing its part in furthering this reputable company's professional commitments."

"We're extremely pleased with the Bell machines currently working within our fleet, as well as the overall performance of the models we decided to trade-in.

"An essential component of our firm's reputation is that we use and supply well-maintained, high-



# Mawsons and Pipeline Plant Hire take the first E-series ADTs ‘Down Under’

Since the introduction of the new E-series Articulated Dump Trucks (ADTs), the first Bell B30E units to call the Australian market home were Victoria’s EB Mawson & Sons and Queensland’s Pipeline Plant Hire - both experiencing first-hand the true advantages of the new ADTs in various worksite applications.

Demand for trucks that are safer, more fuel efficient and haul higher payloads continues to drive product advancement and evolutionary design in Bell Equipment’s E-series trucks.

Incorporating safety features such as Hill Hold and vertical tip angle safety monitoring, the new trucks are also equipped with on-board load weighing and keyless start as standard.

When it comes to greater safety and productivity, the E-series has an automatic Inter-axle Differential Lock (IDL) giving the vehicle full Automatic Traction Control.

Darren Colville, EB Mawson & Sons’ Lake Boga Quarry Manager said: “Safety is our number one priority. The Bell truck delivers above and beyond when it comes to safety features, with everything from

reverse camera and mirror package to on-board inclinometer and weighing system.

“The on-board weighing scale is a standout, particularly as we operate in a hard rock quarry. The three accelerometers and external load lights improve load accuracy and prevent overloading. This helps us maximise productivity and reduce our maintenance costs such as tyre and driveline wear.

The truck provides rapid engine response and dependable cold-start performance, faster haul cycles and improved fuel efficiency - creating a truck that moves more material at a lower cost-per-tonne for maximum productivity and profitability.

“At Lake Boga, we prefer to operate articulated trucks due to bench width requirements. These trucks allow us to extract more from the

quarry. Bell’s new design makes it easy for our operators when manoeuvring in and out of the pit. They enjoy the comfortable cabin and smooth ride.”

Craig Carson, Pipeline Plant Hire’s General Manager said: “We are constantly looking to introduce innovative technology into our industry.

“From a safety perspective, the Hill Start Assist and Auto Park Application are a real advantage. Our operators are impressed with the visibility achieved via the advanced camera technology and mirror package, alongside cabin comfort, improved steering and manoeuvrability.

“Our three units have been working in Queensland’s Biloela-Gladstone region as part of the major Santos GLNG Project\*, hauling material such as topsoil used for restoration and remediation purposes along the pipeline route.”

The new Bell models represent an evolution in ADT technology and functionality, building upon the company’s strong heritage as a world-class ADT specialist.

*\*Santos GLNG is a pioneering venture that produces natural gas from Queensland’s coal seams and converts it into liquefied natural gas (LNG) for sale to world markets. It involves ongoing gas field development in the Surat and Bowen Basins, a 420-kilometre gas transmission pipeline, and the construction of an LNG plant on Curtis Island, near Gladstone. (Source: <http://www.santosglng.com>)*



## Intelligent off-road trucking keeps Bell in the driver’s seat



We’ve come a long way since our first A-series Articulated Dump Truck. Not only have our looks improved but our new E-series trucks are pretty impressive inside too; and don’t get us started on the clever features under the hood.

Over our five generations of trucks we’ve listened to our customers and pioneered ground-breaking innovations that make our trucks smarter and our customers’ lives easier.

Apart from being smart and safe, our trucks deliver on lowest cost per tonne, highest productivity, fuel efficiency, ergonomics, safety and reliability. Fleetm@tic®, our satellite fleet management system, bears testimony to this by recording productivity and machine data, so you can keep your finger on the pulse of your operation.

With models to meet any need and our extensive customer support footprint, you can rest assured that we’re working hard to live up to our motto:

**Strong Reliable Machines,  
Strong Reliable Support.**

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