

the bulletin

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Dear Customers

Since Irvine Bell first started Bell Equipment in 1954, the company has differentiated itself by making a point of understanding our customers' businesses, listening to their needs, and then finding solutions. This can take the form of developing new machines, innovations, or aftermarket products that enhance the Bell ownership experience.

The driver is to help our customers be more productive, cost-effective, or safer in their operations. In this edition we highlight three new 'solutions' that we are confident will tick the necessary boxes.

Our first innovation is our new Bell Grader which has been designed as a truly international product to meet the emerging needs of the grader industry. We have several units running successfully in diversified applications, meeting our needs for a productive and cost-effective solution.

On the after-sales and support side, we have Bell Equipment Trusted Alternative (BETA) Parts, a parts range that has been launched to give customers a convenient and competitive parts alternative, endorsed by Bell, for their more mature machines or when faced with budget constraints.

Then, of interest to ADT owners in the mining industry, Bell ADTs can be outfitted with the latest and most advanced safety technology on the market to comply with the latest regulations that have been introduced to ensure the safety of their operators, pedestrians, and other mobile equipment on the job site.

Importantly, Bell customers have the flexibility to choose a PDS/CAS solution that best suits their needs and budget, and the option of fitting this solution to a new PDS/CAS-ready Bell ADT, or an older Bell ADT retrofitted with a PDS kit.

In closing, trust is earned, and we appreciate you trusting us with your business. Going forward, we remain committed to ensuring that we continue to earn your trust and build our relationship with you.

Yours sincerely

Leon Goosen
Group Chief Executive

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COVER PICTURE:

Bell Motor Grader set to revolutionise the mining and construction industries

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HEAD OFFICE - RICHARDS BAY, SA

Telephone +27 (0)35 907 9111

SOUTH AFRICAN CUSTOMER SERVICE CENTRES

Bloemfontein + 27(0)51 - 4327855
 Cape Town + 27(0)21 - 3809000
 East London + 27(0)43 - 7321415
 Empangeni + 27(0)35 - 9072500
 eThekweni (Durban) +27(0)32 - 9471637
 George + 27(0)44 - 8780930
 Jet Park (Johannesburg) + 27(0)11 - 9289846
 Kimberley + 27(0)53 - 8410710
 Kuruman + 27(0)53 - 7123072
 Middelburg + 27(0)13 - 2468900/1

Mthatha + 27(0)47 - 5314905
 Nelspruit + 27(0)13 - 7552110
 Newcastle + 27(0)34 - 3756190/1
 Piet Retief + 27(0)17 - 8261523
 Pietermaritzburg + 27(0)33 - 3869319
 Polokwane + 27(0)15 - 3075374
 Port Elizabeth + 27(0)41 - 4863775
 Rustenburg + 27(0)14 - 5921160
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 Tzaneen + 27(0)15 - 3071129
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 Wolmaransstad + 27(0)18 - 5962319

AFRICA CUSTOMER SERVICE CENTRES

Harare (Zimbabwe) + 263 242 447374
 Kitwe (Zambia) + 260 962 249 900
 Matsapha (Swaziland) + 268 251 874 96/7
 Mazubuka (Zambia) + 260 962 249 900

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



MOMS adds nine new Bell B50Es to its already substantial fleet

The superlative synergy created by using a Bell B50E Articulated Dump Truck (ADT) that is loaded with a Kobelco SK850LC Excavator in a large opencast coal mining operation, translates into a situation where a stipulated fuel cap has never been exceeded due to the frugal fuel burn of both types of machines.

It's this type of harmony amongst mechanical equipment coupled with a solid business relationship that keeps this equipment's owners loyal to a brand.

The owners in this case are the partners and shareholders in a dynamic 100% black-owned holding company called Mzimkhulu Mining, which was founded in 2016 by Themba Langa, a mining engineer. Mack Maleka, the Chief Financial Officer, and Sibusiso Sibisi, the Chief Legal Counsel, are the other directors with Michael Mabogoane as the General Manager.

Being active in mining and initially focusing its energies on coal mining, Mzimkhulu Mining first created a logistics arm called Mzimkhulu Logistics which, in association with another well-known logistics company, hauls coal to a variety of customers.

The need to own more parts of the value chain, saw the partners create another subsidiary company called Mwelase Opencast Mining Services (MOMS) which in turn acquires and operates a large fleet of yellow equipment dominated by that which is sold by Bell Equipment. MOMS is headed up by another mining engineer, Bheki Khumalo, who spoke to us of the company's latest venture at the Rietvlei Coal Mine, which lies to the east of Middelburg in Mpumalanga.

"One of the entities in our holding group has a vested interest in the Rietvlei Coal Mine which made it a natural choice for us to tender on that mine's contract mining services," he says. "The Rietvlei contract rounds off our portfolio of coal mining contracts and gives us the confidence to look further afield at other commodities such as chrome, iron ore, copper and cobalt."



The Rietvlei mine is relatively new and has been mined since October 2018. When the mine went through a restructure in early 2020, MOMS took over some equipment from a subcontractor who leases out mining equipment. This consisted of six Bell B60E ADTs and two Kobelco SK850LC Excavators, which were added to MOMS's existing fleet of mining equipment.

"By April 2021 we realised that Rietvlei was growing to be a major coal mine quite quickly and we would need to invest in more yellow machines to keep up the production our clients expected," Bheki says. "We then bought nine Bell B50E ADTs and three more Kobelco SK850LC Excavators as a direct outflow of the great experience we had enjoyed with Bell Equipment during previous transactions when our company was establishing itself and yet Bell took us seriously."

Bheki explains that as they see themselves as a wholly owned South African company, supporting another local company such as Bell Equipment makes good business sense. "And as Bell manufactures and backs durable products such as its ADTs and sells other high-quality equipment like Kobelco Excavators, it just seems natural to tap into their experience," he adds.

Mining at the Rietvlei mine has developed at such a rate that the continuously evolving mining pit is now almost 3,1km in length, with rehabilitation an ongoing affair as areas are mined out. Topsoil that is stockpiled and monitored for this purpose ensures proper regrowth of rehabilitated areas, which is under the guidance of a strong environmental team. Ramps into the pit are kept long so as not to be too steep, but even in the wet summers that mines in Mpumalanga must contend with, reports indicate that MOMS's fleet of Bell ADTs easily negotiate wet and slippery underfoot conditions with their all-wheel drive traction, even under full loads.

"We're currently moving around 1,5 million cubic metres of overburden and coal per month at a stripping ratio of 1:5," Bheki explains. "The furthest haul from the coal face to the run-of-mine coal depository

is 2km and we mainly use our Bell B60E ADTs with their larger bins for hauling coal with the very versatile B50E ADTs used for hauling waste and coal when the latter is needed."

A key operational mantra for MOMS is to design their haul roads well and keep these roads and loading platforms free of debris such as rocks to ensure tyre life on their haulage vehicles. According to Bheki, this means that they've never had to buy additional tyres other than those that have been budgeted for.

"At the Rietvlei mine the client provides us with fuel, and it's been an eye-opener for us that despite our ever-increasing production targets the combination of our Bell B50E ADTs, which by far make up the largest portion of our haulage fleet, combined with our hard-working Kobelco SK850LC Excavators, have never exceeded the set fuel cap," Bheki explains. "We ascribe this to a range of factors such as the excellence of design and build but also due to the solid preventative and diligent maintenance we receive from the dedicated Bell Equipment mechanics on our site."

Current average fuel burn for the various Bell and Kobelco machines reads as follows: Bell B50E ADTs at 23 litres an hour, Bell B60E ADTs at 25 litres an hour and the Bell B45E ADTs at 20 litres an hour. The Kobelco SK850LC Excavators use on average 46 litres an hour. All these machines return mechanical availabilities never dipping under 91% with the Kobelco SK850LC Excavators regularly peaking at 96%.

"It amuses us that when we were starting out and were viewed as very junior miners by the various financial institutions, no one wanted to touch us, and now those same institutions are falling over themselves to loan us money," Bheki says. "Without wanting to sound arrogant, we've just shown our commitment to the Bell Equipment brand by buying yet another nine Bell B50E ADTs and we did that without any financial help from anyone."

JCB Backhoe is on point for Noktada Construction

As university towns go in South Africa, Stellenbosch must be the jewel in the crown. Nowhere else is there such a sense of history and a bit of romance as students, academic staff and the good people of the town wander along oak tree-lined roads and avenues.



Bell Sales Representative, Fiona Johnson, and Hansie Botha of Noktada Construction.

But it's also a busy town with traffic frequently slowing down as sheer volumes of townfolk, students and the many wine and fruit growers of the area fill up the narrow streets with all types of vehicles.

In one such street, we find Hansie Botha directing activities around a metre-deep trench that is cut halfway across the street with traffic whizzing by fairly close to this chasm. Hansie is one half of a young civil construction company called Noktada Construction of which 'Noktada' is Turkish for 'on point'. And judging by the pace of the construction activity in the excavation, 'on point' is what is called for.

Hansie's partner in the business is Hanru Hugo and the pair had been school friends before both studying to become civil technologists. "We started our business in 2017 and formally registered it in 2018," Hansie says.

"Starting with modest projects such as paving for family members and friends, we've gradually grown into tackling larger and more demanding projects and feel we can now confidently provide a full turnkey service from the initial drawings to completion and sign-off of true civil engineering projects such as layer works, building manholes and, as we're doing here, installing underground sleeves that will carry essential power and cyber infrastructure."

Working from their base at Fisantekraal in Durbanville, Noktada Construction gained experience working with other companies in joint ventures as well as doing sub wcontract work for larger contractors. The radius of projects included Paarl, Ceres, Wellington, Klappmuts and the Cape Winelands. It was however not long before they were successful in landing standalone contracts as the main contractor.

Being involved with civil construction implies that mechanical assistance would be needed at some stage to ensure a faster turnaround than using manual labour could do. Hansie and Hanru learnt valuable lessons from hiring plant as Hansie explains: "We at first hired equipment like backhoe loaders as being a young business, our cashflows didn't yet allow us to consider buying such equipment.

"Not all hired plant is in good condition and although replacements could most often be found when breakdowns occurred, we discovered the hard way that when working in more rural areas, this would not be the case, which doesn't always make for happy clients overseeing one's progress."

Once Noktada Construction had landed two bigger standalone contracts that called for the laying of 185mm copper cables around Stellenbosch and

Klappmuts, the pair realised that it was time to invest in their own earthmoving equipment that could be available to them constantly.

"We had found that hiring such reliable equipment was becoming more and more difficult and with pressure building through looming deadlines, we could no longer delay the decision to obtain our own equipment," Hansie says. "On doing research as to the most affordable and reliable backhoe loader in the industry and getting advice from a mentor of ours, all indications were to look at JCB machines. This took us to Bell Equipment, the South African distributor, where we met Fiona Johnson, Bell Equipment's energetic Sales Representative working out of the Cape Town branch."

Hansie mentions that from the outset Fiona gave them sound advice and enough information to make their choice of machine easier. Their choice fell on a JCB 3DX Eco Backhoe Loader because working near the coast means that the naturally aspirated 4,4 litre JCB Dieselmox engine purrs along as it delivers 63kW of power.

Hansie and Hanru arranged their own finance over 48 months and the machine came with a standard warranty of 12 months and unlimited hours. They are considering entering into a service contract with Bell Equipment once the machine's warranty has expired. "Working on this present contract, which is mainly in busy traffic in the streets of Stellenbosch, we could not have done it without the use of our JCB Backhoe Loader," Hansie adds.

"To prevent damage to the in situ infrastructure, all trenching is done manually but we use the JCB 3DX Backhoe Loader as a sophisticated and fast wheelbarrow to move the excavated soil and rocks away from the trench as we have only about 10 hours in which to excavate, do the installation and reseal one half of a street. The other half is then done the following day so as to not have to close streets to traffic."

Hansie says the JCB Backhoe Loader is further used to bring the all-important sand that is used as both a bottom 'bedding' on which the installed sleeves rest and an upper 'blanket' that then covers the installed material before the road is resealed and this all happens with frenetic activity.

"Having our own machine available to us all the time is a great confidence booster and it also shows our clients that we're serious players and in it for the long haul," Hansie continues. "We use the JCB 3DX Backhoe Loader on average for 7,5 hours in a day and could really not have undertaken this project successfully without it. Our experienced operator, Johnatan Natel, who has been working on similar machines for the past seven years, enjoys the JCB's smooth and responsive controls and it shows in the machine's productivity."

Noktada Construction's two owners may be young but they're certainly not short of ideas, energy and plans for the future. They're already aiming for their next piece of earthmoving equipment to be a 20-ton excavator that will allow them to dig deeper trenches, and they could be consulting Fiona Johnson again soon.



New JCB Skid Steer and Bell backup impress Talisman Hire

Business owners in the services industry will tell you that reliable products, good backup, and quick repairs when breakdowns occur are paramount to ensuring continued client support. This however also applies to the suppliers of equipment to such businesses as a leading equipment hire company in South Africa's Limpopo Province has found to its advantage.

Lephalale is a bustling town in the hot Limpopo bushveld with the local economy fed by coal mines, power stations, the many game, stock and especially potato farmers of the area and related industries that service them. One such notable service provider is Talisman Hire in Lephalale where we spoke to the Branch Manager, Jaco Putter.

"We're part of a large group of similar stores spread across the Gauteng, Limpopo and Mpumalanga provinces and in this area we service a wide variety of clients ranging from engineering, mining, agriculture and do-it-yourself enthusiasts," Jaco says. "We carry about 800 stock items and apart from obvious hand tools, we've built a reputation of carrying reliable compact equipment such as backhoe and skid steer loaders, compaction equipment, concrete mixers and generators."

Talisman Hire Lephalale stands out within its group as an award-winning branch for showing the most consistent growth last year.

Jaco goes on to tell that they recently bought a 2016 model JCB 3CX Backhoe Loader, with 7 000 hours on its clock, from a sister branch which had been taken good care of. "This JCB 3CX Backhoe Loader has only given us good service and its sustained performance has proved to us how important diligent and preventative maintenance is, with technical backup from the original supplier."

The Lephalale Talisman Hire branch also runs four skid steer loaders and when one became too expensive to repair and maintain, Jaco received approval to replace it with a new similar sized machine. His research across the wider skid steer market brought



Talisman Hire Lephalale Branch Manager, Jaco Putter (left) with Bell Sales Representative, Jan Barnard.

him to Bell Equipment, now the South African distributor of JCB equipment, where he received a pleasant surprise. "Bell Equipment's Sales Representative, Jan Barnard, had dropped off catalogues related to all of JCB's equipment and upon further enquiry we noted that the JCB 155HD Skid Steer Loader was priced lower than its direct competitors," Jaco says. "With the positive experience we've enjoyed with the JCB 3CX Backhoe Loader, we knew that choosing this JCB Skid Steer Loader would be the correct decision."

Talisman Hire Lephalale then traded in an older skid steer loader on the new model. When the JCB 155HD Skid Steer Loader was delivered in early August 2022 they learnt that this particular model they had bought was originally destined to go to Russia where, with its larger bucket, it would be used to shovel snow and chicken manure. "As this JCB 155HD Skid Steer Loader's target market here would see it working in far more abrasive materials, we swapped out the larger bucket for a slightly smaller but more robust one," Jaco explains. "Upon delivery the machine was sent directly to a client's site where it would load dense material related to either chrome or platinum."

According to Jaco, their new JCB 155HD Skid Steer Loader is fast proving very popular with clients for several reasons. The enclosed and air-conditioned cab ticks the boxes that they expect will soon be mandatory for work on the mines as it reduces operator fatigue and the side entry into the cab makes for comfortable and safe access.

The machine's compact design means it can work in extremely tight spaces near or under conveyor belts where it may be used for housekeeping duties. It's three metre reach when lifting the bucket is seen as an advantage and fuel consumption of between three and seven litres an hour depending on the task, has been received favourably by Talisman's clients.

"We're keen to explore the JCB 155HD Skid Steer Loader's multi-tasking capabilities and we're aware that it can be fitted with a brush-sweeper, auger for drilling holes and even a hydraulic hammer," Jaco says.

Jaco is candid when he says that any machine, even a new one, is only as good as its technical backup and when a sensor in the JCB 155HD Skid Steer Loader's engine raised a continuous alarm one weekend, they were pleased to find that Bell Equipment's duty mechanic, Kobus de Beer, had no hesitation to drive from Rustenburg on a Sunday to attend to the problem and fix it.

"This is the type of service that breeds brand loyalty and I know I have my principals' backing when I say that we would be prepared to pay a premium for any piece of equipment when we know we can rely on such proven and sustained service," he adds. "Looking at the future and where our market leads us, we're keen to explore the advantages that bigger machines may offer, and we'll be engaging with Bell Equipment again quite soon."

Constructo takes delivery of two Kobelco Excavators for mining contracts

When two young engineering graduates decided to give something back to society by tutoring talented high school learners attending a high-performance sports coaching institution in Pretoria, little could they know that this would lead them to buying quality earthmoving equipment backed by a legendary large service footprint.

Thomas Ngake and Lesego Tsoetsi had met at the University of Pretoria. Thomas qualified as a Mining Engineer and Lesego as a Chemical Engineer, and being firm friends, they decided that they would seek their fortune with their own company, supplying a variety of services to the mining sector.

"Our plans had looked good on paper but when reality kicks in it's not that easy to break into the mining world," Thomas says. "We spent around three years from 2014 to 2017 networking and to keep food on the table we tutored youngsters at the University of Pretoria's High Performance Centre."

"The first real mining-related contract we landed saw us stockpiling coal and doing general material handling at a large coal mine near Lephalale, which feeds the Medupi power station," Lesego says.

"To do this we had to hire in equipment like wheel loaders, rigid tipper trucks and interlinked side-tipping truck rigs."

And so, in 2017 their company Constructo Civil Construction and Mining Services (Pty) Ltd formally came into being.

The business partners soon found that while hiring in equipment was a solution to getting started in the mining services business, it was also expensive and had an indelibly negative effect on their profit margin which is so essential for any business to succeed.

"After eight months we had enough cash reserves to buy our own side-tipping 18-cubic metre truck rig, which we still have, but we realised we needed more yellow machines," Thomas explains. "This we found in two new JCB 3DX Backhoe Loaders which we bought in 2021 due to the popularity of the brand, which seemed to be the name associated most with this type of machine."

The two JCB 3DX Backhoe Loaders, now boasting around 2 500 hours each, have proved invaluable on many mining services contracts the young company has ventured into and are used for trenching, backfilling, digging and general housekeeping duties.

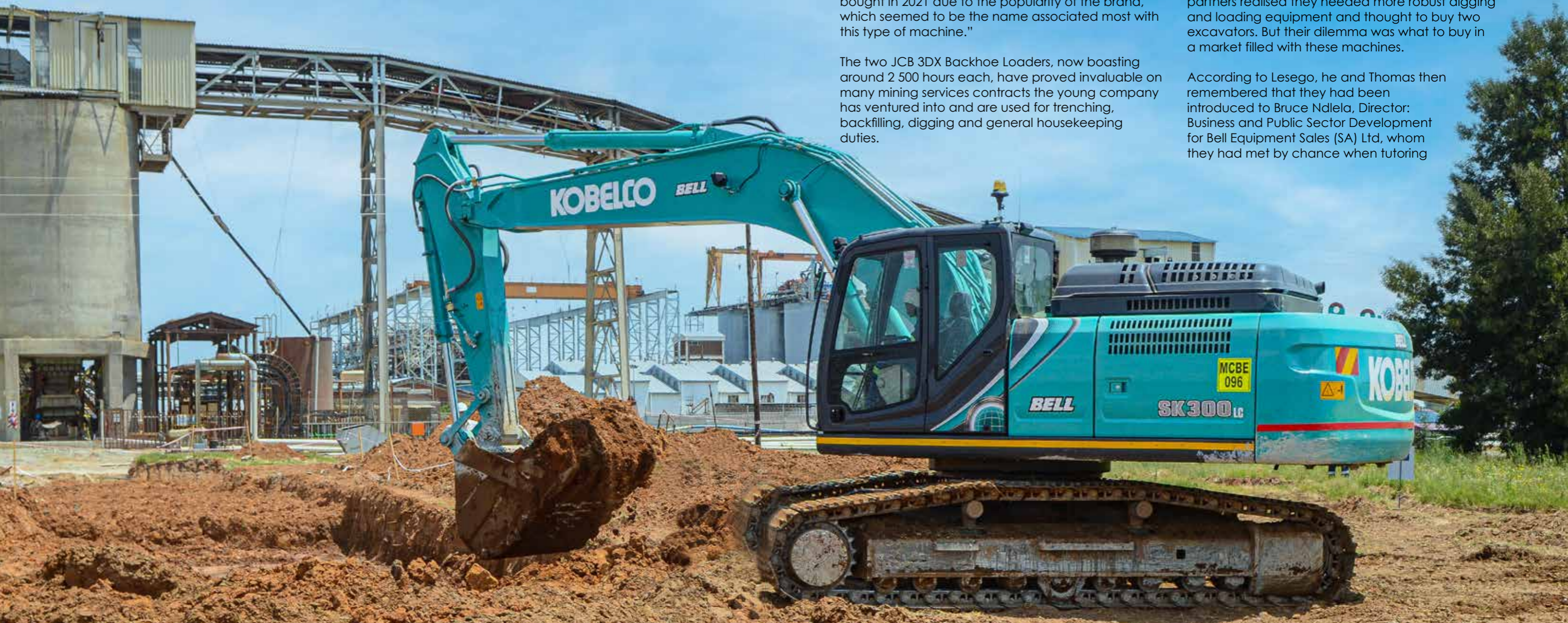
Nico van Rensburg is a backhoe loader operator and says the following of the JCB 3DX model: "I've been operating this type of equipment for nine years now and this JCB 3DX is the best machine of its type that I've worked with. The cab has enough space and good visibility, and the controls are smooth, preventing operator fatigue, which is a definite factor during sustained work on especially mining sites.

I really enjoy working with the JCB 3DX Backhoe Loader."

"We generally work on wet rates, meaning we supply the fuel for a contract and having these two JCB 3DX Backhoe Loaders burning only around six litres of diesel an hour means that we're able to execute the work within budget," says Larnston Gowera, a Mining Engineer with multidisciplinary mining and materials handling experience, who joined the company as a partner a couple of years ago.

When Constructo landed a mining contract, tasked with material handling and earthworks for construction purposes for a large gold mining company on their various shafts in the Free State, the partners realised they needed more robust digging and loading equipment and thought to buy two excavators. But their dilemma was what to buy in a market filled with these machines.

According to Lesego, he and Thomas then remembered that they had been introduced to Bruce Ndlela, Director: Business and Public Sector Development for Bell Equipment Sales (SA) Ltd, whom they had met by chance when tutoring



his son, Jordan, at the University of Pretoria. Bruce Ndelela remembers meeting the two young entrepreneurs: "I was struck by the ambition and energy that these two recently graduated engineers showed and when they contacted me after establishing their own business to find out more about what Bell Equipment could offer them. I felt comfortable introducing them to our Sales Representative, Enock Mabaso, to see to their equipment needs," Bruce says.

Enock Mabaso introduced Constructo's three partners to the Kobelco Excavator range and their choice fell on two machines, the Kobelco SK220XD-10 and SK300LC-10 models that were delivered to them in early 2022. Added to the two Kobelco Excavators was a Bell L2106E Wheel Loader, which now brought Constructo's machine and truck fleet to number 20.

They had also bought a vintage Bell 1756 Haulage Tractor with a 10-cubic metre tip-trailer from the gold mining company, and it is used in areas with tight turning circles where the interlinked rigs can't get

into. "We knew nothing of the Kobelco range of Excavators but were reassured by the fact that Bell Equipment, now also the local distributor for the JCB range of equipment, was the distributor. Coupled with the company's excellent reputation and large network of service centres this convinced us that this was the way to go," says Larnston.

"We haven't been disappointed in the Kobelco Excavators as they seem to purr along when digging trenches or loading trucks with excellent hydraulic flows without putting undue strain on the engine."

Hard working and certainly ambitious, the three partners of Constructo Civil Construction and Mining Services are looking beyond South Africa's borders for mining opportunities. Depending on the loading and haulage equipment they may need, they are confident that machines distributed by Bell Equipment will be in that mix.



Lesego Tsotetsi (left) with Thomas Ngake and the Bell 1756 Tractor.



JCB Backhoe is indispensable on Paarl housing development

Imagine one JCB Backhoe Loader taking multitasking to new stratospheric levels as it is used amongst no less than fifty-six building sites in a luxury lifestyle estate. If this sounds far-fetched, you'd better believe it because we can prove it!



Warren Labuschagne and his older brother, Gary, started their working lives being self-employed and making doors for the low-cost housing market. Once they had mastered the art and could easily make five doors a day, they soon found themselves making 250 doors daily and then started looking around for new challenges.

"We bought three plots of land in Bloubergstrand near Cape Town and intended building a house each and a third one for speculative purposes to sell," Warren tells us. "This worked out just fine and soon we were building other houses full-time and doing so as far up the coast as Yzerfontein."

The brothers have since each followed their own direction and Warren, with his company Bergstrems Developments, has since 2006 created a niche in the luxury housing market in a well-known lifestyle estate near Paarl, in the heart of the Cape Winelands.

"We employ five architects and four quantity surveyors along with a host of site foremen who all combine to make a future homeowner's wishes come true," Warren says. "It takes careful planning and cost control to build a luxury home to high standards and finishes and we have many challenges, like steel doubling in price and the cost of glass increasing 13 times."

We've had no choice but to absorb these increases over the past year."

But despite these challenges, Bergstrems Developments has built over 300 homes in this one estate since 2006 and will soon be looking to continue that trend in a linked estate in Paarl, where entry-level houses will be the norm.

"Working to the tight completion deadlines that we have, we'd never manage without some mechanical help. Before the COVID pandemic brought our industry to a standstill we had a used JCB 3CX Backhoe Loader that we'd bought from some friends who farmed," Warren continues. "We had bought the machine on 4 000 hours and when we sold it, not knowing how long the pandemic would last, it had done 8 000 hours. We actually made a profit, which points to the machine's quality and proven resale value."

Once Bergstrems Developments could resume building, a need gradually arose to again own a Backhoe Loader as hired machines were expensive and not always reliable. "With homeowners now wanting their building projects completed, our workload increased dramatically and hiring in similar machines became a stumbling block," Warren adds. "This is when I started researching the market for a new backhoe loader."

Warren recalls speaking to salesmen selling other brands and when asked what the most popular backhoe loader was, many suggested he look at the JCB brand, now sold and supported by Bell Equipment.

"In the end it was an easy decision especially when Fiona Johnson, Bell Equipment's knowledgeable Sales Representative told me about the favourable financing deal that JCB Finance was offering through ABSA Bank.

"The decision to buy a JCB 3CX Global backhoe loader was quickly made and once ordered in March 2022, we were happy to take delivery two months later in May." With his dynamic team working on up to 56 building sites at a time and the demand for the lone JCB 3CX Global Backhoe Loader never waning, Warren has designed a clever app with which the various building teams can reserve the machine for their sites on a given day and time.

"You may well imagine that our JCB 3CX Global Backhoe Loader is known as a versatile machine and its many applications certainly confirm that," Warren says. "We use it extensively to clear sites prior to test pits being dug to test the soil, excavate for foundations and dig trenches for water reticulation and other services."

"Fortunately, we still have the operator who had worked with our previous JCB Backhoe Loader and he is diligent in the daily checks prior to operating the machine and doing preventative maintenance that we know is important for longevity of any plant. The machine is so well utilised at this point that we have not yet had the opportunity to determine exactly how much fuel it uses, but for now we're not too concerned with that."

Bergstrems Developments' JCB 3CX Global Backhoe Loader has been bought with a standard warranty of 12 months and unlimited hours and all servicing under warranty is done by Bell Equipment working out of Cape Town. The option of a service contract, that will ensure the same once the warranty has expired, is being considered.

Warren believes that should the hectic pace that his construction teams set diminish, he could possibly hire out his JCB 3CX Backhoe Loader on a plant hire basis but as things stand now with the machine split between more than 50 building sites, we don't see that happening in a hurry.



Bell Sales Representative, Fiona Johnson, with the MD of Bergstrems Developments, Warren Labuschagne.

Brickmaker fired up by Kobelco SK380XDLC-10's performance

Manufacturing clay bricks in South Africa has followed a centuries-old method of mining the clay, allowing it to weather or sour, then mixing it with water and coal before it is extruded into shape and cut into individual bricks, which are stacked outside to dry. Then they are stacked into a large rectangle called a clamp and allowed to burn from the inside until baked hard. This last process can take up to three months, until now...

Enter a revolutionary rotating kiln, built like an extremely large steel-framed and clad doughnut where the heating source moves on rails in a circular way and produces perfectly baked bricks every seven days!

There are presently only two such plants in South Africa and we visited the most recently completed one at Johnson Bricks, outside Oudtshoorn. Johnson Bricks is over a century old and has been owned by the Truter family since 2007. Lawton Truter, as Managing Director, oversees the operations.

"We produce plaster and semi-face bricks which are distributed as far as Knysna on the coast and Barrydale, De Aar and Victoria-West inland to an ever-increasing construction market, which indirectly demanded that we radically up our production," Lawton Truter says.

"This new technology has done exactly that, upped our production but it has also had an upstream effect on our raw material production processes where we've had to sharpen up considerably."

Johnson Bricks mines clay from its own clay source situated right next to its plant. For the past four years the company has deployed a Kobelco SK350LC-8 Excavator to load two Bell Articulated Dump Trucks (ADTs) that haul the clay to the plant, some 400m away. While a 2006 model Bell B30D ADT with some 21 000 hours is still in daily use, its smaller B18D compatriot has been replaced with a newer Bell B30E ADT, now boasting 4 000 hours.

"Collectively this excavator and larger ADT combination has already given us increased production but I was keen to make the operation even smoother by using a newer and slightly heavier excavator to ensure that nothing comes in the way of production to keep this rotary kiln of ours fed with green (unbaked) bricks," Lawton explains.

"We've had wonderful service from our first Kobelco Excavator which, in the three years that we've had it, has clocked 6 000 really productive hours as it upped our previous production by 60% with little additional fuel used."

Lawton consulted with Fiona Johnson, Bell Equipment's Sales Representative who services that area, and she had good news. Johnson Bricks was keen to keep its present Kobelco SK350LC-8 Excavator as a spare machine so there would be no trade-in to negotiate and Bell Equipment offered a highly competitive price on a new Kobelco SK380XDLC-10 Excavator with a slightly larger bucket size as its predecessor and delivering more breakout force.

"As a family-run business we're a little old-fashioned when it comes to money and we're wary of incurring debt," Lawton says.

"We therefore thought it wise to buy the new Kobelco SK380XDLC-10 Excavator cash and are happy that we did as Bell Equipment shows that it appreciates our business and is so good about honouring warranties should they be needed."

Johnson Bricks' new Kobelco SK380XDLC-10 Excavator was delivered in December 2021 and put straight to work, working eight hours a day, five days a week.

Someone else who is pleased with the new Kobelco SK380XDLC-10 Excavator is Johnson Bricks' Excavator Operator, Johan Laufs. "I've been working with these types of machines for around 18 years now and while I really enjoyed the 35-tonner, the power on the new Kobelco 38-tonner has really impressed me while the cab seems to be roomier with improved all-round visibility," he says. "It's also hard to believe a machine with this much power only uses 21 litres of diesel an hour."

"By all accounts, acquiring the new Kobelco SK380XDLC-10 Excavator is paying dividends already as our brickmaking plant is running well and we can put this down to there being a consistent feed of raw material which starts in our clay mine," Lawton says. "We're confident that this total package of new mining and processing hardware heralds a turning point for us as a producer of quality clay bricks."

Johnson Bricks' entire fleet of earthmoving and product-handling equipment is supplied by Bell Equipment and serviced from the branch in nearby George. The company runs three Bell L1506E Wheel Loaders, the most recent of which was acquired in mid-2021. These machines are used to feed the extrusion plant with soured clay and coal and do a multitude of housekeeping duties. In the brickyard five very busy Bell 225A Versalifts do the heavy lifting, stacking and moving of pallets of green and baked bricks. They also load the company's fleet of nine rigid trucks that transport the products to eager markets.



Managing Director of Johnson Bricks, Lawton Truter (left), with Bell Sales Representative, Fiona Johnson and Johnson Bricks' Excavator Operator, Johan Laufs, who celebrated his birthday on the day of our visit.

Kobelco with a JCB hydraulic hammer hits the sweet spot

The terrain where new water infrastructure is being installed in an area known as Mdantsane Unit 2 on East London's west side, is both hilly and rocky and a civil engineering contractor simply had to find another way to penetrate the thick layer of rock to dig trenches to the required depth.



Blasting the rock was not an option either due to the many hundreds of houses in the immediate vicinity of where the water and sewer pipes were being laid.

Being a civil engineer, Mathew Chisango is used to overcoming environmental and construction challenges by thinking well outside the proverbial box but on this contract for the Buffalo City Metropolitan Municipality, he was concerned. "My company, Excellect 281, was tasked with digging six-metre deep trenches in which water and sewer piping would be laid with manholes interspersed at regular intervals," he says.

"We however encountered thick layers of sedimentary rock that prevented us from getting down to the required levels where the piping needs to go to ensure continuous flows. As we couldn't blast the rock, this posed a serious problem."

Mathew founded Excellect 281 in East London in 2011 and the company has recently moved its skills level upwards from a 7 CEPE to an 8 CEPE level, which means it can now tender on much larger infrastructure projects. Mathew and his company have worked all over the Eastern Cape but are now also looking further afield.

"Where we mainly concentrated on water-related infrastructure projects for the likes of municipalities, this higher accreditation level now allows us to tender on road projects, constructing roads from base course level to black top which is an exciting prospect," he adds.

"Contracts are awarded over longer periods which allows one the relative luxury of proper planning for capital expenditure on things like yellow machines and light and heavy vehicles."

Excellect is not new to owning its own yellow machine fleet as after learning the tough lessons of how expensive plant hire can be, Mathew started off ownership with a backhoe loader bought on the used market before buying his company's first new JCB 3DX Plus Backhoe Loader in 2021. This machine's reliability and efficiency was so profound that early in 2022 a second similar JCB 3DX Plus Backhoe Loader doubled the fleet of new machines at Excellect.

"By now I was confident of whom to contact when in need of sound advice about earthmoving equipment and it was to Bell Equipment, the distributors of JCB and other superior equipment that I turned, contacting Anthony Enslin, the company's Sales Representative here in East London," Mathew says. "I explained our challenge of the sedimentary rock to Anthony. He immediately suggested that I look at the Kobelco SK220XD-10 Excavator fitted with a hydraulic hammer to break the rock."

"We had hired in an excavator fitted with such a hammer, but I felt the importance of the contract justified a new, reliable and powerful machine that would be a real asset to our business.

The Kobelco SK220XD-10, with proper technical backing such as that which we've received thus far from Bell Equipment, is exactly that."

Mathew was able to make use of a revolving credit facility with a major banking group and took delivery of the new Kobelco SK220XD-10 Excavator in August 2022. The machine was delivered with the hydraulic hammer already fitted. The standard one-cubic metre bucket was included in the delivery and will be used once the rock in the trenches has been broken.

"This Kobelco SK220XD-10 Excavator has been on my wish list for a while and seeing it work immediately after it was delivered fills me with pride and confidence. Now I feel we're getting somewhere as a civil construction company to be taken seriously," Mathew says smiling.

"From all accounts, the Kobelco Excavators use less fuel than competitor machines in the same mass class and backed by a 36-month/5 000-hour warranty from Bell Equipment, we are seriously good to go and accept the challenges of bigger contracts."



From left: Owner of Excellect 281 cc, Mathew Chisango, and Excellect 281's Workshop Manager, Nomatter Bhomani, with Bell Equipment Sales Representative, Anthony Enslin.

JCB finance offer sees Hire All invest in a dozen new Backhoe Loaders

When Noel Murchie started his tool hiring business back in 1980, he owned only an angle grinder and a jackhammer and worked out of the premises of a company selling lawnmowers in Krugersdorp. Little could he know that in a mere four decades his company would grow to be a market leader in tool hiring as well as the plant and equipment hire industry in South Africa and beyond.



Noel had seen a gap in the market as the demand for tool and equipment hire developed through builders and contractors not wanting to buy equipment they would not use regularly and do-it-yourself (DIY) enthusiasts not having the specific tools to complete a task. By 1984 the business had expanded into a second branch in Florida on the West Rand and by the early 1990s a third branch opened in Honeydew.

"Noel's son, Craig, joined the business in 1996. After Noel passed away in the year 2000, Craig stepped up and took the place of Managing Director," says Paul Miot, Hire All's General Manager. "Craig had been joined by Mark Rogers, his brother-in-law, in 1998 and together they grew the company exponentially until Mark tragically lost his life in 2004."

Hire All now boasts no less than eight branches in Gauteng, one in Mpumalanga and one in Mozambique. The company has an impressive list of equipment for hire from gardening, grinding, cutting and cleaning tools to compaction, welding, plumbing and demolition equipment and much more in between. Hire All's fleet of larger equipment such as excavators, backhoe loaders, water trucks, tippers and even graders has grown steadily over the years and these machines are generally in high demand.

Paul ascribes a large part of this demand to the fact that with enough mechanics on the payroll, Hire All's equipment is known to be bought new and maintained meticulously thereafter, so ensuring maximum uptime and value for money.

"We have a three-hour turnaround time on our equipment and our staff live by this level of service," Deborah Rogers, Hire All's Marketing Manager says. "Our clients are also comfortable with the arrangement that even if you hire equipment from our head office in Lanseria, you can return the machine or equipment at any of our other branches, whichever is more convenient, and we believe these types of initiatives breed brand loyalty and ensure repeat business."

"Speaking of brands, we believe in finding a brand of equipment that works well and offers longevity and then we stick with it," Paul adds. "Such is the case with our JCB Backhoe Loaders that we first bought in 2011, and now number more than 50, of which 10 are fitted with hydraulic hammers on their backhoes."

Paul goes on to explain that with a brand such as JCB they aim to get the maximum life out of the machine, and this can only be done with diligent regular and preventative maintenance.

"Our operators, who are hired out with the machine, know that completing their daily checklist is a key factor in the machine's life and the operators are incentivised to adhere to these protocols. We'll only replace any machine or piece of equipment once it starts costing us money and is no longer profitable to run."

With a world that is waking up again post-pandemic, Paul points out that Hire All is going through a growth period and, as such, the company's management saw the need to grow its earthmoving fleet.

As it happened, Bell Equipment, now the South African distributor of JCB equipment, hosted a product day along with a major bank in March 2022 where visitors to the event were offered a large discount to be used as "deposit assistance", which was incredibly well received.

"This initiative was just what we needed and working with Bell Sales Representative, Chris Botha, we were keen to make use of this great deal, which was coupled to favourable interest rates over a generous

finance period of 36 months," Paul explains. "This deal saw us buying a fleet of 12 JCB 3DX Plus Backhoe Loaders with forks added to some of them, and we salute Bell, JCB and the bank for this great deal."

Hire All has found that their new JCB 3DX Plus Backhoe Loaders have been in high demand as this machine is extremely versatile and can be used in many different industries. Paul mentions that these new JCB 3DX Plus Backhoe Loaders are in such high demand that they do not sit in the yard for more than three days.

"The JCB 3DX Plus Backhoe Loader has proved itself to us and our ever-growing client base that it's a rugged and reliable piece of equipment that is so versatile in the many varied roles it can perform, and for this reason it is so popular," he says. "One should always remember that people buy from people and knowing we can chat to anyone at Bell Equipment is a big plus for us when we do run into challenges as machines will break down at times. Bell Equipment's parts holding and distribution of JCB spares is improving, and we look forward to profitable times ahead."



JCB 3DX Plus helps Mshandukani Holdings leave a legacy

A dynamic married couple from Gauteng, both in professional fields and showing unrivalled foresight in creating a legacy for their two preteen daughters, have turned to the best-selling backhoe loader model in South Africa to help them cut costs and make their dream a reality.

Mashudu Shandukani, a geologist, and his wife Pretty, a civil engineer, are the Chief Executive Officer and Managing Director respectively of a construction and consulting company called Mshandukani Holdings. The company was founded in Centurion in 2008 and its owners first focused their efforts on geotechnical and geohydrological investigations before turning to mining exploration drilling, borehole drilling and water reticulation services.

"Our company has evolved and shown steady growth over the years. Since 2018 we've also included civil construction and the installation of services in roads, water supply, sewerage and stormwater in our offering," says Pretty Shandukani. "We're proud to say that we've built a shopping mall in Zeerust and are busy with the construction of a landmark hotel in Middelburg, Mpumalanga for a well-known developer as well as planning the construction of our pet project, that which will provide our daughters with a lasting legacy."

Mshandukani Holdings employs 25 permanent staff, which includes geotechnical engineers, civil engineers, hydrologists and administrative personnel. Artisans and general labourers are contracted from areas where the company undertakes projects.

"By virtue of the type of industry we're in, we've always hired in whatever yellow machines we've needed to fulfil our contracts, but we've learnt that plant hire is expensive and not always reliable. Especially when working in rural areas some plant hire companies are slow to respond to send mechanics out when their equipment fails and this planned downtime is frustrating," Pretty explains.

"When we were planning our own legacy project, one of the first things Mashudu and I agreed on was to cut down on plant hire charges by buying our own versatile tool and for this we needed a new reliable backhoe loader."



From left: Mshandukani Holdings Site Manager, Rendani Shandukani, with Mshandukani Holdings Managing Director, Pretty Shandukani, and Bell Equipment Sales Representative, Sascha Caixeiro.



The Shandukani's ambitious legacy project will see them developing a seven-hectare property in Gauteng's popular Midrand area on which they will build 100 three-and four-bedroomed free-standing homes that will be made available as rental units. This, they aim, will expand their business and leave a better legacy.

"You will appreciate that our budget is tight as we won't see any income until the first units are let. For this reason, we thought it imperative to get the right machine for the job at hand and why we researched the backhoe loader market so thoroughly," Pretty adds. "We're of the belief that when we see something we like, be it a motor car or a couch in a showroom, we'll buy it if the price is right and that was the experience we had when we got to Bell Equipment."

Pretty goes on to say that arriving at Bell Equipment in Jet Park on a given Friday in June 2022, they met Sales Representative, Sascha Caixeiro, who answered all their questions regarding a JCB 3DX Plus Backhoe Loader that came with a six-in-one bucket and an optional set of forks.

Sascha Caixeiro takes up the story: "I was impressed by how knowledgeable Mr and Mrs Shandukani were about the Backhoe Loader models on the market as they told me they had just been to one of our competitors," he says. "I duly told them all about the features of the JCB 3DX Plus machine and sent them a written quotation the following day, a Saturday. Much to my pleasant surprise, Mr Shandukani signed the Offer to Purchase on the Sunday and the machine was fully paid for two days later."

"Even though the JCB 3DX Plus Backhoe Loader was slightly more expensive than the competitor model we had just seen, we felt that Bell Equipment's

Sascha Caixeiro was on point with his product knowledge and most importantly took us seriously as clients," Pretty says with a smile.

"That's what we appreciate about suppliers such as Bell Equipment and it gives us confidence to know that we can rely on the company for technical support as well."

This confidence was well supported when a fanbelt unexpectedly broke on the machine and it was repaired quickly under warranty by Bell Equipment's Product Support Service Representative, Willie Winter.

Until their housing project gets underway, the Mshandukani Holdings' JCB 3DX Plus Backhoe Loader is being deployed to the site of the hotel they are building in Middelburg. Here it is used for a multitude of tasks including stockpiling material, excavating and backfilling trenches for services and mixing fill material with cement to stabilise compacted areas.

"The six-in-one bucket has really opened our eyes to the versatility of this machine," says Rendani Shandukani, a Site Manager for the company. "Besides digging, backfilling and loading, the bucket works like a grab and can be used to lift pipes into position in trenches which we've found to be a time-saving feature."

From a civil engineering perspective, Pretty's trained eye has noted the benefits that owning a new and versatile machine brings and she admits that owning more such equipment that could include skid steer loaders and excavators may well be included in future capital expenditure plans. We're confident that Bell Equipment's Sales Representative, Sascha Caixeiro, will answer his phone promptly, even on a weekend!

Kobelco Mini Excavator handles the grunt work for Mopana Farm

Right near the foot of Cathkin Peak in KwaZulu-Natal's Drakensberg lies Mopona Farm, home of William and Nell Gibbings and their son, Bruce. While it may seem like many other crop cultivating farms in the area, there is one feature that stands out on this farmyard - a new Kobelco SK75SR as its unusually bright turquoise colour distinguishes it from the rest of the many farm tractors and implements.



"My son, Bruce, and I are the second and third generation on this land that was first farmed by my father, Larry Gibbings," William says. "We grow crops like maize, soya, dried beans, wheat and oats of which some is exported, and the balance goes to local co-operatives and seed companies."

Being a modern-day farm where precision farming is applied, Mopona Farm is fully mechanised and two machines that first catch the eye are a JCB 540-70 Loadall Telehandler and a JCB 3DX Plus Backhoe Loader. "I had seen the JCB 540-70 Loadall advertised in the United Kingdom and, as the machine had such a good reputation, we bought it and imported it as used equipment," William says. "It is so versatile and with its interchangeable tools it's hard to believe we lived so long without it."

William bought the JCB 3DX Plus Backhoe Loader new from Bell Equipment in Pietermaritzburg. "We'd had a similar older machine that had given us many years of great service but as we did not want to be without such a handy tool, which we'd come to rely on for a

different set of uses to the JCB Telehandler, we decided in 2021 to buy a new Backhoe Loader," he adds. "I looked around the market and discovered that Bell Equipment was now the South African distributor for JCB equipment and what's more, the Pietermaritzburg branch had stock with a very competitive deal."

William mentions that with the financing in place, Bell Equipment delivered their new JCB 3DX Plus Backhoe Loader promptly and it could be put to work on road rehabilitation and maintenance, digging irrigation trenches and doing general housekeeping, of which there is always plenty on any farm. With average fuel consumption of only six litres an hour, it wasn't blowing the fuel budget either.

The six-in-one front bucket has proved to be extremely handy, but they felt that when excavating for road-fill material in a borrow pit and with a lot drainage and trenching to be attend to, a bit more grunt was needed from the backhoe and he started looking for a small excavator.

"The research for earthmoving equipment is always interesting as there is such a large variety on the market with so many similar machines at competitive pricing," William says. "I had driven to Johannesburg to have a proper look around and found myself at Bell Equipment, the South African distributor for Kobelco Excavators. Although I had taken a keen interest in another brand, Bell had stock of the machine size I wanted, which was the 7,5 ton Kobelco SK75SR Excavator. It was competitively priced and had a better warranty than most, in this case 36 months or 3 000 hours, which was unmatched."

Mopona Farm's Kobelco SK75SR Excavator was delivered in August 2022 and could not have arrived at a more convenient time. According to William, this is the time of year when there are no crops on the land and the ideal period for planned maintenance of especially roads, drainage and irrigation infrastructure.

"Although we haven't yet used the Kobelco SK75SR in the borrow pit, we're confident that it will have enough breakout force to fill its 0,28-cubic metre bucket with the fill material we require. We've also obtained a 1,2-metre wide 'grading bucket' made by a third-party supplier that we use to clean ditches of weeds and unwanted growth. It's working extremely well in this role especially when digging in softer material, and even without using the fuel-saving 'ECO-mode' the fuel consumption has come in at between 5,5 and 6,5 litres an hour which pleases us."

"Knowing enough about farming and earthmoving equipment, I can see this is a well-designed and constructed machine and I'm not sorry we bought it as I believe it will be an asset to our farming operation for many years to come," William continues. "We've found that our Backhoe Loader operator took to the Kobelco SK75SR Excavator quickly as the controls are very similar with some minor adjustments."



William Gibbings at the controls of his Kobelco SK75SR Excavator.



JCB fleet delivers longevity and performance for Mokawem's Plant Hire

Jerome Mokawem doesn't like replacing machines in his plant hire fleet. He would rather nurture, repair and even rebuild machines to ensure their longevity but admits that this part of his business philosophy is made easier by the proven reliability of two strong brands within his fleet.

Jerome, who originally hails from Dewetsdorp in the Free State, moved to East London to learn the ropes of the plant hire business, eventually running the Transkei region for his employer. He admits it was a tough environment, but he learnt a lot about people, machines and above all, that what makes a business sustainable which fired his eagerness to be self-employed.

And so, in the year 2000, Mokawem's Plant Hire saw the light of day in East London with one tractor backhoe loader (TLB) in its fleet. "Our target market was anyone who needed a TLB at any time and almost any place," Jerome recalls. "By the time our one machine was relatively busy, I borrowed money from my father and bought two more TLBs and those were soon generating a steady income for us as well."

"Ours were the first machines used to de-bush and create space for roads in the area which is now the East London Industrial Development Zone. We also discovered the reliability that JCB Backhoe Loaders provided and, changing to this brand, we grew our fleet steadily until it numbered 15."

According to Jerome, the local plant hire market became flooded with especially TLBs in the mid-teens of the 2000s, forcing down prices and making it unsustainable. A change to his own business model was needed.

"I saw signs of a radically changing market and to counter this I bought two rigid 10-cubic metre tipper trucks and a JCB JS200 20-ton Excavator to load these trucks," Jerome says.



From left: Mokawem's Plant Hire Manager, Eldred Stap, with the company's owner, Jerome Mokawem and Bell Equipment Sales Representative, Anthony Enslin, standing in front of a Bell B17B ADT.

"We also made a change to the smaller end of the plant hire market with the acquisition of JCB 135HD and 155HD Skid Steer Loaders, which have proved very successful for us."

It's interesting to note that while the company's JCB 3CX and 3DX Backhoe Loaders are still popular, it's in the smaller and larger ends of the plant hire market that Mokawem's Plant Hire seems to have hit 'pay dirt', as Jerome explains:

"To complement our JCB Skid Steers we bought two JCB 1CX Backhoe Loaders and these we almost never see in our yard, such is their popularity for a wide variety of applications especially on the construction sites on the seaford, which can be constrained in terms of space." A JCB 406ZX Wheel Loader with a quick-release bucket and fork option was added in 2018 and is also extremely popular.

"On the larger machine end we've had such good returns from our JCB JS200 Excavator that we've added two newer JCB JS205 Excavators to this fleet and have increased our 10-cubic metre tipper truck fleet to 10," Jerome adds. "We have three older Bell B17B Articulated Dump Trucks (ADTs), which were bought used. One has been converted into a water tanker and we get to hire them out for rough terrains and sites that are accessible by road as they are road legal. Even with their 40 000-plus hours, they still motor on."

Jerome is keen to point out that they aim to get the maximum longevity and performance out of any machine they buy, whether it is new or used and this is done by training their operators well and applying diligent preventative maintenance, timeous repair and well-planned rebuilds. Each machine's entire service and repair history is on file.

Mokawem's Plant Hire has its own lowbed for transporting its equipment to various sites. It is also used when equipment needs maintenance or repair and ensures that the equipment reaches suppliers such as Bell Equipment or their own workshops quickly, which minimises downtime.

"Quality of design and build are huge factors and in the 15 years that we've bought JCB equipment, we've only experienced one engine failure, which we regard as a wonderful record," he says. "That is why we were so happy to hear that a strong brand such as Bell Equipment is now the official distributor of yet another strong brand in JCB, one we've trusted for years. In addition, this means that we can continue the long working relationship we've had with Anthony Enslin, Bell Equipment's Sales Representative, who knows our business and advises us appropriately."

Mokawem's Plant Hire's machines can be found across the Eastern Cape Province, extending from the company's base in East London to Mthatha, Aliwal-North, Queenstown and as far south as Port Elizabeth.



Bell 225F Forklift is the machine of choice for UCL Sawmill

Sawn timber is deceptively heavy and to move it around safely within a large storage area or loading bay, on sometimes uneven surfaces, taxes any machine's mettle to the limit. But there is one loading tool - a now legendary machine with only three wheels - that has proved time and again that it is up to the task.

Back in 1924, a wattle bark milling company was established near Dalton in the low rolling hills of the KwaZulu-Natal Midlands. The UCL Company (Pty) Ltd showed steady growth to become a major player in the manufacture of wattle tannin extracts, sugar and pine lumber. The company also owns and actively farms 6 500 hectares of agricultural land in addition to having a trading division that supplies agricultural input materials.

The UCL Company's operations proudly serve the interests of its raw material suppliers, who are also the company's shareholders, and has long term objectives of being a sustainable supply base for these members and their supporting communities.

It's in the sawmilling division at Glenside that we find Mark Redinger, the Sawmill Manager and Keith Bailey, the Operations Manager. "We produce pine products for the South African market and also export to a variety of countries," Mark says. "Our timber is used for the structural, industrial, crating, pallet, moulding and furniture markets and can be bought through our own retail division as well."

The Glenside sawmill was formerly known as Küsel's Sawmill and started up in 1935. The sawmill is known for the high quality of its sawn board which is cut from 28-year-old SA pine trees grown on the company's own land and that of its shareholders and other neighbouring suppliers up to 100km away. The sawmill's presence makes the growing of timber in the area sustainable



Bell Sales Representative, Keith Milne (left) with UCL Sawmill Manager, Mark Redinger.

and this in turn ensures job security for many in the growing areas, at the mill and in support industries.

"Our maximum target is cutting 340 cubic metres a day and to do this we need a constant feed of timber into the mill," says Keith. "This is done with the help of five stationary cranes and a Bell 225A Tele Logger which assists us with the ad hoc unloading of trucks and feeding the de-barker. We have a further three, Bell 225A Tele Loggers to assist with infield loading and we've been using these Bell Tele Loggers since 2004."

Once the timber has been sawn into the many sizes and shapes the market demands, it is stacked into predetermined bundles and this is where the grunt work starts as in contrast to timber logs, these are huge rectangles of timber. Two or three of these bundles are moved at a time and they can have a mass of up to 3,5 tons. To move these bundles of timber to areas where the timber is treated or awaiting transport, the UCL Sawmill uses Bell Forklifts that are based on the proven three-wheeler base that the Bell Logger uses.

"We first bought two used Bell 220A Forklifts in 2002, which we refurbished for them to subsequently give us many thousands of hours of service," Keith continues. "We then, in 2005, bought our first new Bell 225A Forklift and we had the mast modified by Bell Equipment to give us better reach when loading trucks."

It is imperative for us to fill a truck properly hence the higher mast."

Since that time UCL has bought two more new Bell 225A Forklifts. The company's policy is to run their Bell Loggers and Forklifts to 10 000 hours before replacing. One of their older Bell Forklifts had reached this milestone by 2022 and it was decided to replace it. Mark says in fairness they had done wider research across the heavy-duty forklift market but had decided on a Bell 225F-series Forklift in the end for several reasons.

"Bell Equipment's Sales Representative, Keith Milne, came and gave us the specifications of the new F-series Bell 225 Forklift and what stood out for us was that with a tighter turning circle than competitor machines and a now higher mast that met our requirements without any modifications, Bell was still the brand to stick with," he says. "We also felt that our mechanics knew the Bell brand and it would be easier to buy spares and service kits from one supplier."

The UCL Sawmill team has been impressed by how much quieter the new Yanmar 45kW engine is and, with average fuel consumption at 3,15 litres per hour and an enclosed cab ensuring greater operator safety, the Bell 225F Forklift is ticking all the boxes. "Our Bell Forklifts work very hard and on a given day, move anything up to 80 cubic metres of timber in the treatment area and load another 150 cubic metres onto trucks for distribution," Keith adds. "Bell Equipment's price was competitive and with Keith Milne's assistance this new machine was delivered sooner than we expected, which was a real bonus for us in production terms."



Eswatini company enjoys great success with Bell plant hire fleet

The father and son duo of Pieter and Kaiman Müller admit that they don't do business with Bell Equipment Swaziland. No, they say, they do business with Charlie and Nicolien Boucher and their entire supportive team of dedicated and understanding people who represent Bell Equipment at the company's branch in Matsapha, Eswatini.



The elder Pieter Müller had learned about yellow machines from his father Jan, who ran a successful borehole business in Swaziland in the 1950s and 1960s. Pieter started his own company PJM some 30 years ago, first providing services in bush-clearing before he ventured into construction, some mining, road and dam construction.

By 2007, Pieter and his son Kaiman saw more potential in the plant hire market sector in Eswatini and expanded their business. In 2019 PJM moved from Hluti, a small town in the south of Eswatini situated in the Shiselweni region, to the industrial hub of Matsapha.

"Our timing was not ideal with the COVID pandemic, but this was one of the best moves we had made," Pieter says. "We see a bright future for ourselves here."

"We provide plant hire services across the length and breadth of Eswatini, and many contractors from elsewhere who come to work here know that we have a large fleet of reliable equipment at competitive rates that they can depend on," says Kaiman Müller. "Our fleet consists of Articulated Dump Trucks (ADTs), excavators, a grader, a dozer, wheel loaders, and 15- and 30-cubic metre tipper trucks. We don't have backhoe loaders as that market is overtraded here in Eswatini, which forces down rates.

We also run an old Bell HD1430 Excavator, a Bell 2808C Articulated Hauler, which is used for harrowing in the sugar industry, two Bell 1206 Haulage Tractors and five Bell 1766 Haulage Tractors with 10-cubic metre tip-trailers."

PJM also owns two older Wheel Loaders, a Bell L1206 and a L1706, which despite their age, also still give reliable service.

"One of the best machines we've ever owned was a Bell HD820 Excavator we bought new from Bell Equipment in 2004 while we were still operating out of Ermelo," Pieter tells us. "We eventually sold it on 17 000 hours, and we still regret that as we believe it would have still been running, such was the quality of its design and build."

PJM still owns a Bell HD1023 Excavator that has more than 30 000 hours on its clock and consistently delivers 180 hours of service a month. This machine has been used extensively in a sand mine the company operates. The sand is extracted using a pre-owned Bell B25D ADT that they bought in 2021 and, even with 18 000 hours recorded, it performs well in tandem with an older seven-cubic metre dumper truck.

"In early 2021, we started realising that our market needed a new mid-sized excavator as having new equipment that promises sustained uptime gives clients confidence and brings repeat business," Kaiman says. "We did thorough research across the market for a year and settled on the Kobelco SK220XDL-10 Excavator for its proven Japanese heritage, like our previous Bell Excavators, and the technical backing we've come to rely on from Bell Equipment."

"Having Charlie Boucher and his team close by, with the sound advice he gives us, made the eventual decision that much easier and we're pleased with our choice," Pieter adds. "The relationship we have with Charlie, Nicolien and their whole team makes the difference, and we often say that we do business with real caring people and not a company."

With ever growing demand for the quality sand they produce, PJM's Kobelco SK220XD-10 Excavator has been added to machine fleet at the river where the sand is extracted. Here it is returning consistent fuel consumption figures of 14,4 litres an hour. Kaiman is a qualified diesel mechanic and with his team he personally oversees all the out-of-warranty maintenance their machines need whether it be regular servicing or major repairs.

"We've never had a major delay in obtaining parts from Bell Equipment here in Matsapha because we know that if our order is in before 2pm on a given day, we can rely on that part being available the following day," he says.

"We do a lot of preventative maintenance and our operators, most of whom have been with us for more than 10 years, take ownership of the machines in that they look after them."



Kaiman and Pieter Müller with Bell Equipment Swaziland's Charlie Boucher.

Versatile JCB Loadall improves efficiencies at Goedgevonden Farm

When Piet Badenhorst asked his former school friend, Alec Pieterse, what the most versatile piece of mechanical equipment was he had ever owned, the answer was quick and to the point, a JCB Loadall and Piet, by his own admission, was sold on the idea.

Piet, his wife Marieta and son Baltus, are the third and fourth generations respectively growing essential crops on their family farm called Goedgevonden in the Delareyville district near Schweizer-Reneke, in South Africa's North West Province. Soybeans are their biggest crop, with maize and sunflowers making up the rest. The family also breeds Bonsmara cattle and Merino sheep.

"Cultivating soybeans is a relatively new crop for us and we've had successful crops since starting with it seven years ago," Piet tells us. "It's also the crop that has shown the biggest increase in the world as its uses are varied due to its high protein content, which makes it ideal for cattle and chicken feeds and takes away the fish smell that some poultry had being fed with fish meal."

Soybean plants are known to put nitrogen back in the soil by converting nitrogen in the atmosphere through a mutual effort between micro-organisms in the soil and nodules on the plants' roots. Interestingly, this process is known as symbiotic nitrogen fixation and reduces the fertilisers needed, although no planting season can really be kicked off without first applying some fertiliser when preparing land for planting.

"When the planting season starts, things happen very quickly and we have to have all our mechanical and organic ducks in a row," Piet explains. "We used to load fertiliser using an auger system from a trailer into the feed hopper on the tractor-driven applicator that distributes the fertiliser, but it was a very slow process, and we were always keeping an eye open for a more efficient system."

While researching the market, Piet came across an online platform which featured the 2022 NAMPO show and there he discovered Telehandlers made by JCB for which Bell Equipment is now the South African distributor. Piet was familiar with the JCB brand as he had recently bought a JCB 3DX Super Backhoe Loader which was proving invaluable on the farm, especially when used in repairing and maintaining roads and irrigation infrastructure plus a myriad of other uses.

"I then spoke to my old school chum, Alec Pieterse, who owns a JCB 531-70 Loadall Telehandler and he could not stop listing the things that he can do with this very versatile machine," Piet continues. "As it happened, Rickus Erasmus, Bell Equipment's Sales Representative for our area, was also at school with us and it was easy to get the correct information from him on which JCB Agricultural Telehandler would be best suited for our varied farming operations."

Rickus suggested Piet look at the benefits the JCB 535-95AG Loadall Telehandler as its boom, boasting a long 9,5 metre reach and 3,5-ton carrying capacity, could be just the versatile tool that the Goedgevonden Farm needed where loading and stacking was concerned.

"Since we took delivery of our JCB 535-95AG Loadall in June 2022, we've used it mainly on two fronts namely unloading and loading 1-ton bulk bags of fertiliser from our suppliers and into the applicators and stacking big round bales of hay in easily accessible storage areas for winter feed for our Bonsmara cattle," Piet says. "The process of loading fertiliser into the tractor-mounted applicators has speeded up so much as the JCB Loadall easily manages the 1-ton self-loading bulk bag, which opens at the bottom with something akin to a drawstring and the whole bag is emptied at a much faster rate than the old system allowed."

Piet and his operators have high praise for the machine's simple controls and tight turning circle as both sets of wheels respond to steering. This has the benefit of not encroaching onto ploughed land. The interchangeable tools of forks for slinging the bulk bags, a large bucket for handling bulk commodities and a self-made skewer for handling the hay bales, all detach and attach easily which adds to the JCB 535-95AG's versatility and saves valuable production time.

The JCB535-95AG Loadall was bought with a standard warranty of 12 months and unlimited hours and is linked to the JCB Livelink monitoring system. While under warranty it will be serviced by mechanics from Bell Equipment's nearby Wolmaransstad branch.

"We can already see how much time this JCB535-95AG Loadall is saving us as we can unload fertiliser bags so much quicker off the trucks that deliver them and load our tractor-driven applicators in no time at all," Piet says. "Time is a critical factor in our short planting season and this machine is creating more of it for our benefit."



From left: Vorster Snyman, Tiaan Boshoff, Baltus and Piet Badenhorst, Jandré Nieuwoudt and Bell Equipment Sales Representative, Rickus Erasmus.



New Bell B30E boosts Tipperary's production

We live in a smart world. We have smartphones, smart TVs, smart applications for this and that and we're constantly being told to not work harder, but smarter.

Working smarter is being embraced by the younger generation as we see when chatting to Hayden Potgieter, the third generation of a dynamic family who believe in making full use of all the resources their farmland on the banks of the Vaal River can offer.

A 20-something Hayden, along with his parents Brad and Bridgette, run their farm called Tipperary, which lies close to Riverton, just north of Kimberley in the Northern Cape. The family cultivates mixed crops and raises Beefmaster cattle. Making full use of their land they also mine alluvial diamonds in old gravels near the banks of the Vaal River.

Hayden had a short stint playing rugby in New Zealand after school and then went on to complete a challenging commercial helicopter pilot's license before joining his parents on the farm.

"All credit to my dad who has already proved how smart he farms," Hayden says referring to the centre-pivot irrigation systems spread across the farm that irrigate lands at set frequencies, so ensuring sustainable crops.

"His analytical thinking also saw him buy a Finlay 883+ Heavy Duty Screen from Bell Equipment some years ago, which ensures that only the potential diamond-bearing gravels are hauled to the pans with oversized material staying in the mining pit from where it forms the basis of our rehabilitation."

Rehabilitation of mined areas is taken seriously at Tipperary as often those areas are planted with crops which creates a win-win situation.

"As is the case with food security, we need to go bigger and smarter and the same applies to alluvial diamond mining where we need to process more tons of gravel to make it a feasible and sustainable exercise," Hayden continues. "Nobody in farming or mining needs to be reminded of exorbitant increases in the cost of capital equipment, fuel and labour. "We've used Bell Articulated Dump Trucks (ADTs) through the company's B, C, D and most recently E-series, and our current Bell B25E ADT has given us superb service with high mechanical availabilities," he adds.



Bell Equipment Sales Representative, Eric van der Merwe (left), with Hayden Potgieter.



"Higher than normal rainfall during the past summer saw our diamond production severely curbed and we decided that the only way to catch up, would be to move more tons through the Finlay 883+ Screen, which would ensure an increased potential in production because when chasing these elusive little stones, one is never sure."

To move more tons necessitated getting another haulage vehicle. Brad and Hayden agreed that the way forward should see them buying a larger ADT, which they found in a Bell B30E ADT. "Eric van der Merwe, Bell Equipment's Sales Representative in Kimberley, somehow found a new Bell B30E ADT for us as we realise that with the world re-awakening after the pandemic, Bell ADTs are in high demand," Hayden says. This latest addition to their fleet of earthmoving equipment was delivered at the end of May 2022.

"We've been impressed by the many 'smart' innovations this Bell B30E ADT boasts and the first that comes to mind is the service reminder that the Bell Fleetm@tic® monitoring system offers, along with a host of other features that ensure the ADT is operated safely."

"As our screened gravel material is already at a size of minus 40mm to zero, we can be assured of a proper 16 to 17-cubic metre heaped load that already exceeds that of the Bell B25E ADT."

"The haul distances between mining areas and the pans vary but should never exceed 10km and even though the Bell B30E ADT is very new, we don't expect it to exceed fuel burn of more than 12 litres an hour, which fits our business plan nicely. This means that in time, we should lower our production costs."

Tipperary's new Bell B30E ADT was bought with a standard 12-month or 3 000-hour warranty and even when their older equipment bought from Bell Equipment is out of warranty, all servicing and repair is still entrusted to mechanics from the company's Kimberley branch.

"I was thrown into the 'deep end' of both the farming and mining operations on the farm, and it was a case of sink or swim," Hayden says smiling. "I firmly believe though that with my parents' caring mentorship and us embracing smart technology as we're doing with state-of-the-art equipment from Bell Equipment, we'll continue to push boundaries and improve production as is our generation's duty."

BF Digger adds new JCB 3DX Plus Backhoe Loader to its fleet

It's quite common for agricultural tractor salesmen to befriend their farming customers as this is how long-lasting business relationships are built. Down in the picturesque Cape Winelands between Worcester and Rawsonville, a former salesman and a farmer set a new benchmark when they became business partners as well.

Natie Ferreira studied civil engineering before allowing his love of all things mechanical to steer him into designing irrigation systems and later selling agricultural tractors. This is how he met Marius Brink, a grape farmer from Rawsonville.

"We met in 2004 and became firm friends, and when an opportunity to acquire three JCB Backhoe Loaders beckoned in 2016 we started a business together, merely as a sideline, and called it BF Digger Hire," Natie says. "This was derived from our surnames of Brink and Ferreira."

Through their knowledge of the area and its people, mainly farmers, their business grew at such a rapid rate that Natie resigned from the tractor dealership where he had worked to concentrate on running the business. Although a partner, Marius remains in the background.

Since acquiring the initial three JCB Backhoe Loaders, the company's fleet of yellow machines has grown steadily to now consist of seven JCB 3DX and 3CX Backhoe Loaders, eight excavators of which four are JCB Excavators in the 5,6-ton, 14-ton and 20-ton classes along with compaction equipment and trucks. A JCB 432ZX Wheel Loader forms part of a three-machine loader fleet.

"We can confidently say that the split of our customer base is 60% agriculture and 40% construction, and the former is really quite challenging at times," he adds. "We hire out mainly Backhoe Loaders and Excavators to the farmers for the following reasons."

Natie states that while grape farming may seem to the uninitiated to be a gentle pursuit, getting rid of old or diseased vines is heavy work, which always requires an excavator.



Bell Sales Representative, Fiona Johnson, with Natie Ferreira of BF Digger Hire while a JCB 3DX Plus Backhoe Loader loads a truck in the background.

The mass of the machine is determined by the terrain as many vineyards are situated in rocky areas where the ideal growth conditions are created by the soil below the surface rocks. Removing diseased vines means that the entire root system and substantial quantities of soil, in which elements of the disease may remain, need to be removed as well.

"Our JCB JS140 14-ton Excavator is ideal for this type of work as its power and bucket size all combine to remove the whole vine as well as associated infrastructure like drip and micro irrigation pipes," Natie says. "The same applies to fruit orchards where older fruit trees and their irrigation systems are removed."

This same machine is also used for digging trenches in which new irrigation pipes are laid, cleaning rivers and streams of alien vegetation, reshaping the bottom and dredging dams.

"We attach an implement of our own design that creates holes for new support posts for the vines and this fits onto the boom of the JCB JS140 Excavator," Natie continues. "Other uses include de-bushing for new plantings and tilling the soil before the farmer applies fertiliser or lime."

BF Digger Hire has a policy of replacing older equipment at around 6 000 hours when cashflow allows this. Natie explains that for work in agricultural settings, machine utilisation is higher than that in construction as a farmer aims to get the maximum usage out of the hired equipment while it is on the farm. Annual usage in agriculture may therefore average 1 800 to 2 000 hours to a machine's life.

When the company recently decided to replace an older Backhoe Loader with a new one, the partners' first stop was at Bell Equipment, now the South African distributor for JCB equipment. "I called Fiona Johnson, whom I have known since my days selling agricultural tractors when I'd refer farmers looking for Backhoe Loaders to her," Natie explains. "True to form, Fiona offered us a new JCB 3DX Plus Backhoe Loader with a front mechanical quick-hitch at an irresistible rate through JCB Finance and ABSA Bank, and as we had always bought our JCB equipment in this manner, this deal was definitely better than normal."

The mechanical quick-hitch at the front of the machine allows for a JCB-made grapple to be attached to load excavated vines and fruit trees onto trailers, making for a tidy workplace.

"We and our clients have always enjoyed working with JCB Backhoe Loaders as they are fairly simple yet robust machines and easy to maintain," Natie says. "Parts are readily available and with Bell Equipment now the South African distributor, we're confident that this will be the case for a long time to come."

Natie is full of praise for the JCB Livelink monitoring system which gives him total feedback on machine performance and usage. This is especially so when their JCB Backhoe Loaders are being driven between sites and not transported on a roll-back truck.



Bell Motor Grader set to revolutionise the mining and construction industries

Global manufacturer and innovation pioneer, Bell Equipment, has expanded its design and manufacturing expertise to include motor graders and is busy with the final testing and refinement of a new product range with production set to begin late 2024, early 2025.



The Bell Motor Grader follows the introduction of the Bell Tracked Carrier in 2020 and is a significant step forward in the company's strategy to strengthen its position as a leader in the yellow equipment industry by diversifying its product offering and reducing reliance on its core product, the Bell Articulated Dump Truck (ADT).

Bell Equipment Product Manager, Warren Swart, said: "We've seen a progressive evolution towards more robust and powerful graders and Bell is confident that our new Bell Motor Graders will fully meet the requirements of road maintenance, construction and mining applications."

According to Warren, Bell will initially offer three base machines. The G140 is the smallest motor grader and is well suited to all maintenance and light construction tasks while the G160, with its increased power and

performance, is more suited to heavy construction. Completing the range is the G200, which is designed as an entry-level machine for the mining industry and to handle extremely demanding construction applications.

Each base machine has the option of a four- or six-wheel drive configuration. Warren explains: "As more operators become familiar with the additional capabilities and performance of six-wheel drive graders, we are seeing clear growth in the demand.

Therefore, we have designed each grader from conception to fully accommodate six-wheel drive components, which has resulted in a more dynamic machine capable of producing the highest quality grade in a reduced number of passes. Importantly, this early integration has resulted in a machine that is reliable and easily maintained."

Though familiar in appearance and operation, the components have been evolved to provide additional features that improve the capabilities and performance of the grader.

By automating some of the complexity, the operator is free to focus entirely on the grading process. Through this automation, the driveline components can be controlled precisely to provide the required power while greatly improving the fuel efficiency. In addition, control of the front hydraulic motors of the six-wheel drive graders can be automated to engage and disengage the front hydraulic motors to enhance the grading quality and protection of components.

Recognising the diverse range of applications and often remote uses of motor graders, Bell has standardised on low maintenance components, such as their 'precision circle' in the pursuit of providing the best consistent performance with extended servicing intervals. Simplifying operations, advanced technological diagnostics have been incorporated into the machine to reduce the complexity of daily checks and servicing efforts.

Design process

The Bell Motor Grader has been engineered to operate in the most challenging and harsh environmental conditions.

Factoring in over two decades of experience with supply, maintenance, and repair of motor graders along with insights from expert advisors has resulted in the realisation of a grader that can operate well in diverse and challenging applications. Focus has been placed on consistent performance.

"Slight alterations in machine length, dampening coefficients, response rates etc. can easily result in an instable machine where obtaining a highly precise finished grade could be near to impossible," explains Warren. "During testing, we've seen precise grading being done on various terrain types with minimal effort from the operators. This stands as a testimony of getting this fine balance right."

Safety has received a keen focus in the design process. The ROPS/FOPS certified cab is designed to provide the best visibility of both the blade and front wheels. The design of the rear chassis does not interfere with the line of sight to the rear wheels and ripper ends thereby enhancing visibility while reversing.



This is complemented with a reverse camera and mirror. Designed to operate in high ambient and dusty environments, the cab is equipped with a powerful air conditioner and optional air cleaner to ensure an ergonomic and clean environment for the operator. "Maintenance has been incorporated into every aspect of the design by leveraging the insights of a number of plant managers and directors as well as analysing our extensive historical maintenance and repair logs," continues Warren.

With the use of low maintenance and easy to adjust components, consistent performance is easily set and preserved with little to no effort. Standard readily available parts have been selected for the wearable grading and ripping components to ensure these components are easily sourced.

Extensive testing

The prototypes have been operating in a wide variety of applications from landscaping to road construction and maintenance with great success. "With the construction of new gravel roads in remote locations, the Bell Grader has had to deal with a wide range of demands from the harsh environment, such as objects like tree roots and boulders that are almost immovable.

The Bell Grader has been able to deal with these obstacles. The blade, with its slip clutch and blade dampening accumulators, has emerged unscathed from these unforeseen impacts.

The ripper has further proven its rigidity with the ability to dig up these boulders and roots without needing additional equipment. These tests deviate from standard operation; however, we wanted the testing to fully encapsulate potential abuse cases."

The use of various tests has been instrumental in ensuring all designs achieve the performance and longevity specified. The use of strain gauges has been exhaustive but essential analysing each area of the motor grader to confirm the longevity studies performed with Finite Element Analysis (FEA) simulations."

With a wide range of uses for graders, several skilled operators tested the Bell Grader. All these operators have been able to operate the graders with little to no training. Additionally, they have been able to perform the same quality of grading in their specific applications, with ease. After testing one of the G140 prototypes, an operator stated in surprise that: "Even with a blade full of material, the machine is still capable of accelerating without struggling. I just need to put my foot down and the machine moves."

Concludes Warren: "Although the Bell Grader is still within its final developmental phase, advancements have already been seen within the safety, performance, efficiency, durability, and functionality making Bell Motor Graders a game-changer. The best is yet to come."

Bell provides PDS/CAS flexibility and options

Following the introduction of new mining regulations that came into effect in December 2022, we spoke to Bell Equipment OEM Product Manager, Jeremiah Mokhomo, about what the regulations entail and how Bell has positioned its new and older Articulated Dump Trucks (ADTs) to provide customers with flexibility and options when deciding how best to comply with these requirements.



In terms of the regulations, diesel-powered, trackless mobile machines must be able to automatically detect the presence of pedestrians and other diesel-powered, trackless mobile machines in the vicinity, and provide an effective warning. Where no action is taken to prevent a potential collision, the machine must be able to "fail to safe" without human intervention by means of a system that has the means to retard the machine to a safe speed whereafter the brakes are autonomically applied.

Jeremiah says: "Our Pin 3 E-series ADTs, introduced towards the end of 2020, are built ready to integrate with a wide range of proximity detection systems (PDS) or collision avoidance systems (CAS) up to level 9. This was a natural progression for Bell because our earlier E-series trucks introduced huge advances in automation to offer industry-leading levels of driver and machine protection. Standard features such as starting, daily checks, bin tipping, and switch off/turn spin down have been automated, and the horn is automated to sound upon vehicle start-up and when selecting forward or reverse. In addition to automatic speed control and retardation, the ADTs are fitted with automatic traction control."

Explaining the difference between PDS and CAS, and how a Bell ADT integrates with a third-party system, he says: "PDS improves the operator's awareness by detecting potential collision threats and warning the operator visually and audibly, whereas CAS intervenes by either slowing the vehicle down or stopping it to

prevent or at least reduce the severity of collisions between equipped vehicles and equipped pedestrians.

"Bell provides a PDS gateway controller (ISO 21815-2) for a PDS/CAS to connect to a Bell ADT. The third-party PDS/CAS then does the detection and gives commands while the execution of these commands and the control of the truck is Bell Equipment's responsibility."

According to Jeremiah, because Bell Equipment's ADT innovation has been steadily moving towards PDS/CAS, older trucks from the D-series Pin 4 can be retrofitted with a PDS aftermarket kit. This enables customers to fit a PDS or CAS into an existing truck at a fraction of the cost of a new PDS/CAS-ready machine.

Bell ADT owners can outfit their trucks with the latest and most advanced safety technology on the market to comply with regulations and ensure the safety of their operators, pedestrians, and other mobile equipment on the job site. At the same time, they have the flexibility to choose a PDS/CAS solution that best suits their needs and budget, and the option of fitting this solution to a new PDS/CAS-ready Bell ADT, or an older Bell ADT retrofitted with a PDS kit.

Contact: Jeremiah Mokhomo, Bell Equipment Product Manager Email: jeremiah.mokhomo@bellequipment.com Tel: 035-9079741



Bell introduces mid-range BETA Parts

Identifying a need in the market for a middle-range parts offering, Bell Equipment Trusted Alternative (BETA) Parts has been launched to give customers a convenient and competitive alternative, endorsed by Bell, for their more mature machines or when faced with budget constraints.

Bell Equipment Director of Aftermarket and Logistics, Aldo Mayer, explains where BETA Parts fits into the Bell business model: "BETA Parts has been designed to bridge the gap between new Bell Parts, being our premium quality parts designed to OEM specifications and used in production, and Bell ReMan, which are major components that have been remanufactured to meet OEM specification. New Bell Parts and Bell ReMan carry a one-year/unlimited hours warranty while BETA Parts has a six-month/1000-hour warranty." At the other end of the scale, Bell Used Parts are also available but do not carry a warranty.

BETA Parts was first piloted with starter motors and alternators that were offered to a sample group of customers. They responded positively to the opportunity to be able to buy cheaper parts from Bell and BETA Parts has now been officially launched and will be expanded to other parts and rolled out throughout South Africa, Zambia, and Zimbabwe, followed by the rest of the global dealer network.

"It's all about giving our customers choices and being able to fully support their needs throughout their Bell ownership experience," says Aldo. "BETA Parts is the next best alternative to our premium new Bell Parts, our

'alpha' or leading parts brand. We're confident that our customers will benefit from being able to buy more cost-effective parts from Bell, especially since they are approved by Bell and carry less risk than other cheaper parts due to their Bell warranty cover. Choosing BETA Parts simplifies the purchasing process, offering a one-stop-shop experience that eliminates the need for customers to search and compare prices from multiple suppliers in their quest for savings."

By offering BETA Parts, Bell Equipment ensures that customers have a wider range of options to suit their specific needs, as well as the ease and assurance of dealing directly with their OEM's dealer network, which has branches located throughout South Africa.

**Bell Equipment Director of Aftermarket and Logistics,
Aldo Mayer**



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ROUND PEAK CAP - U-FLEX
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R220⁰⁰

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GREY



R1 50⁰⁰

BOMA BRAAI KIT



R2 100⁰⁰

COFFEE MUG



R60⁰⁰

BELL PINT THERMAL MUG
MIDNIGHT
BLUE & OLIVE
GREEN



R350⁰⁰

MENS CANVAS JACKET
OLIVE
SIZE: S - 5XL



R760⁰⁰

MENS K-WAY SOFTSHELL JACKET
BLACK
SIZE: L - 2XL



R1 090⁰⁰

LADIES K-WAY SOFTSHELL JACKET
BLACK
SIZE: L - 2XL



R1 090⁰⁰

LEATHER DUFFEL BAG



R3 200⁰⁰

LAPTOP LEATHER BAG



R2 900⁰⁰

LEATHER WALLET
BLACK



R560⁰⁰

BELL RAIN JACKET
BLACK & YELLOW
SIZE: S - 5XL



R450⁰⁰

JCB 8855 SLIP-ON BOOTS
BROWN
SIZE: 6 - 13



NONE STEEL **R1 300⁰⁰**

JCB 8844 LACE UP BOOTS
BROWN
SIZE: 6 - 13



NONE STEEL **R1 300⁰⁰**

MULTI-PUPOSE MAT
BAR MAT, GAMER MAT,
MOUSE PAD OR
DESK MAT



R250⁰⁰

BELL TOOL
BLACK



R200⁰⁰

KOBELCO EXCAVATOR SCALE MODEL



R2 700⁰⁰

BELTS
BLACK/BROWN
LEATHER STITCH/
BURNISHED



R270⁰⁰

VELDSKOEN
YELLOW
SIZE: 5 - 11



R960⁰⁰

FS3 PULL-UP BOOT STC
BROWN
SIZE: 6 - 13



R1 080⁰⁰

ADT B45E SCALE MODEL



R1 100⁰⁰

ADT B60E SCALE MODEL



R1 300⁰⁰

JCB 3CX BACKHOE SCALE MODEL



R1 400⁰⁰

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