

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."

