

The Bulletin

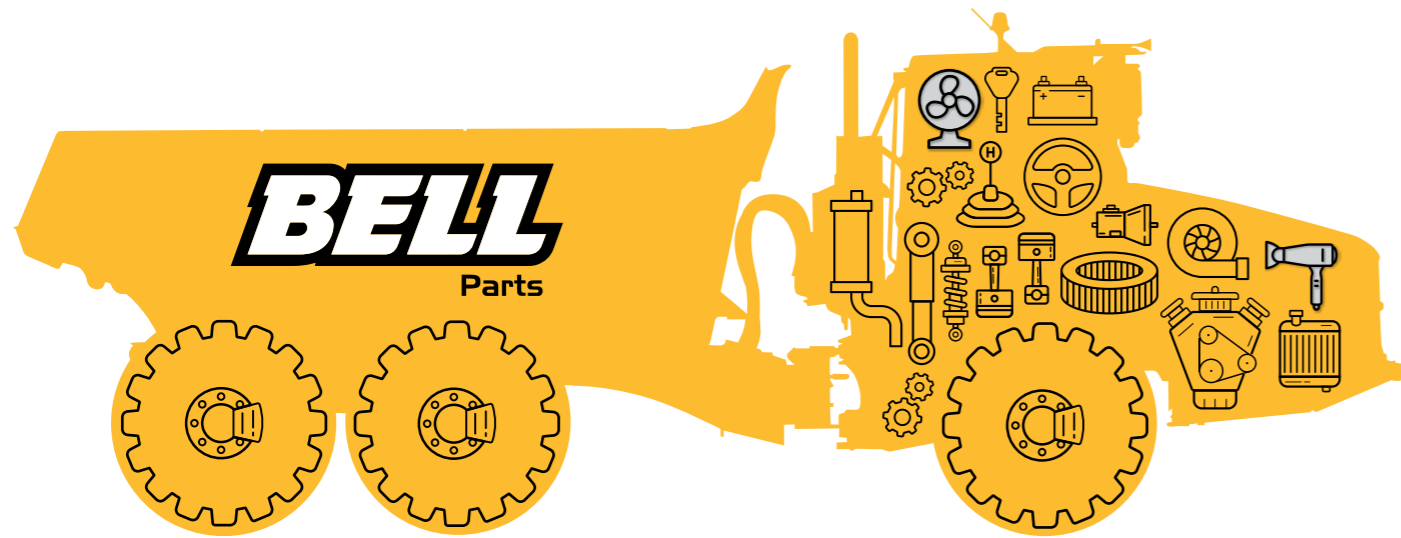
GLOBAL ADT EDITION - VOLUME 2 - 2017

steinexpo
2017
10th International Demonstration Show
for the Construction Materials Industry



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Strong Reliable Support

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insight

2017 will be remembered in the Bell Equipment annals as a particularly busy and productive year. I'm also pleased to report that it's been considerably more positive than the past few years as some of our major Articulated Dump Truck markets show signs of improvement.

Our E-series generation of Articulated Dumps Trucks, and in particular the new concept B60E and the B20E LGP units, continue to garner positive reviews from users around the globe and build on the Bell brand and reputation for 'Strong Reliable Machines'.

Coupled with our 'Strong Reliable Machines' is our 'Strong Reliable Support' and you will read in this edition about our state-of-the-art European Logistics Centre in Germany, which has now been officially opened. Significant improvements in customer service levels and a reduction in operational costs are beginning to flow through.

Aftermarket sales and support to our existing customers remains a critical element of our business and we continue to channel resources to ensure that we are best equipped to deliver on this important aspect of our business across the globe.

Further cementing our business into the future is the appointment of Group Operational Officer, Leon Goosen, as CEO designate to succeed me upon my retirement. I have every confidence that he will lead the business to greater heights in the years ahead and wish him success in his new role.

Going forward our focus remains firmly on being the best possible equipment partner that we can be, and I'd like to thank all our customers and stakeholders for their loyalty and support that has seen us through to where we are today.

Gary Bell
Group Chief Executive



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Bell Germany officially opens its world class facility

Bell Equipment Germany's new headquarters at Alsfeld, Germany was officially opened at the end of August with three special events - an opening ceremony, an open day for customers and suppliers, as well as an intimate staff event to celebrate the completion of the mammoth relocation exercise.

This significant investment signals the company's continuity and commitment to its customers in the Northern Hemisphere as well as their staff in Alsfeld, and encompasses the German and Central European sales and distribution departments along with Bell Equipment's international parts hub, the European Logistics Centre (ELC).

The property has a built up area triple the size of the previous facility and comprising of modern sales and administration offices, workshop facilities and the ELC warehouse, which provides state-of-the-art commissioning and handling solutions.

Strengthening the European foothold

The opening ceremony was attended by 150 guests from neighbouring European countries and other global regions serviced by the new logistics centre, so they could better understand the strategic importance and the long-term perspectives of the new facility.

At the beginning of May, Bell Germany moved to its new location in Alsfeld, which offers modern administration and logistic facilities with large development opportunities.



Modern commissioning and handling solutions in Bell Equipment's European Logistics Centre accelerate parts supply to worldwide customers.

Bell Germany Managing Director, Andreas Heinrich, explained that the new facility has been designed with further development in mind based on future demand. He thanked local partners and authorities, the various builders led by general contractor Goldbeck Ost, and especially emphasised the contribution of his highly motivated Bell Alsfeld staff during the relocation phase, which

was successfully carried out while maintaining full operations.

The Bell Board also took the opportunity to meet in Germany before the opening ceremony affording Chairman of Bell Equipment Limited, John Barton, and Group Chief Executive, Gary Bell, the opportunity to outline the company's perspectives on the

European and North American markets and for the German-based activities.

"We're here to stay," was the clear message by Gary Bell who said that the company has cemented its position as a world leading ADT supplier, with its new models and ongoing technical innovation. He added that 2017 looks set to be the



MD of Bell Germany, Andreas Heinrich, provides information about the new location and its main tasks.



Even closer to worldwide customers: John Barton, Chairman of Bell Equipment Limited, characterised the new ELC as a "milestone" for the company.



"We're here to stay": Group Chief Executive, Gary Bell, announced important investments into the company's European production and logistics infrastructure.

best year in terms of ADT production and sales since the beginning of the decade largely due to contributions by activities in the European, North American and Asian markets. This has been further aided by the company's global strategy to implement assembly and parts facilities close to customers and suppliers.

Over the next five years Bell Equipment plans to invest significantly more in its European operations and support, with programmes covering an increase in European ADT production capacity in Eisenach and transferring the manufacture of certain core components from its Southern Hemisphere facility in Richards Bay, South Africa.

Worldwide network

John Barton said the new facility represents another milestone in the long tradition of the family-owned company and strongly reflects the Bell philosophy of providing 'Strong Reliable Support' to regional customers and markets by investing as close as possible to where they operate.

In this regard the new European Logistics Centre plays a critical role in supplying parts to all regional logistics warehouses throughout Europe and other Northern Hemisphere markets. This is achieved through close cooperation with the company's factories and other logistics centres.

With a significant investment in stock and an average availability of 95%, the ELC is positioned to support all Bell ADT models that have been sold in the region.

Extended offer

The Alsfeld complex has also been installed with a Bell ReMan Centre. This is the second such European facility and like the first unit, opened in 2009 at Bell UK in Burton-upon-Trent, specially trained mechatronic technicians repair and rebuild original Bell components, including axles, transfer cases, hydraulic components as well as transmissions and engines.

Basing this facility at the ELC improves both the reaction and lead times as well as allowing for the rebuilt items to be stored and available for worldwide needs.



Representatives of the general contractor, Goldbeck Ost, presented the symbolic key (from left): Christian Weiß (Sales Engineer, Goldbeck Ost), Norbert Albrecht (Project Manager, Goldbeck Ost), Tobias Sachse (Site Manager, Goldbeck Ost), Andreas Heinrich (MD, Bell Germany), John Barton (Chairman, Bell Equipment), Gary Bell (Group Chief Executive) and Andreas Kiermeier (Branch Manager Thuringia, Goldbeck Ost).



At the staff event, that officially closed the opening celebrations of the Alsfeld complex, long serving members (from left): Tobias Appel, Bärbel Bajahr and Andreas Stolarksy were thanked for 10 years of service by Gary Bell and Bell Germany management represented by Steffen Zitter, ELC Manager (fifth from left), Sebastian Bleuel, Head of Accounts (second from right) and Andreas Heinrich, Managing Director (right). They also honoured Lena Dahlmann and Philipp Wahn for having successfully completed training at Bell Germany. Lena received training in the field of logistics and customs while Philipp was trained as a warehouse logistics specialist.

Bell implements CEO succession plans

Bell Equipment's Board of Directors has announced the appointment of the company's Chief Operational Officer and Executive Director, Leon Goosen, as Chief Executive Officer designate to succeed Gary Bell upon his planned retirement.

The appointment follows an extensive internal, local and international search process by an external service provider to identify candidates, who were assessed by a sub-committee of the Board.

Leon, aged 45, was a partner at Deloitte & Touche in South Africa and Namibia prior to joining Bell in 2007. He has held the position of Executive Director since January 2009 and has been COO since December 2014.

Bell Equipment Limited Chairman, John Barton, said: "We are delighted to be able to appoint at the helm of Bell Equipment a successor of Leon's calibre. As Chief Operating Officer Leon has worked very closely with the Board and Gary over the past eight years, and has made a considerable contribution to the strategic direction of the group."

"By announcing the successor now we will have the benefit of a smooth handover in the Chief Executive's office during the transition period. My Board colleagues join me in wishing Leon every success during this transition phase and in his new role as Chief Executive of Bell Equipment Limited."

Bell Chief Executive Officer, Gary Bell, added: "In the past years Leon has stepped up to his operational role and his knowledge and understanding of what is a very complex business has developed particularly well, and the executive team at Bell is very supportive of his appointment."

"I take this opportunity to congratulate Leon on his appointment and I have every confidence that he will lead the business to greater heights in the years ahead as we roll out our agreed plans.

"In an effort to ensure a smooth transition and retain the Bell family linkages it is envisaged that I will continue to play a meaningful role on the Board and, along with Ashley Bell's presence on the Board, we can steer the business and retain the all important family culture and sentiment that is core to the Bell business today," says Gary.

In response, Leon said: "It's an incredible honour to be appointed as CEO designate and I thank the Board, management and Bell family for this opportunity, and for the trust and confidence that they have shown in me. This is an exciting time in the company's history and I look forward to the support of the larger Bell family and stake holders as we continue to adapt to market influences and grow our great brand."

A date for the final appointment to the CEO position will be taken in due course.



Bell Equipment at Steinexpo 2017: New performance class established

The 10th International Quarry Show Steinexpo 2017, held at the end of August, was once again a record-setting event.

In addition to the reported 54 000 visitors who flocked to Europe's largest basalt quarry over the four days, Steinexpo 2017 will be remembered by ADT experts for the first official live encounter of the two new 60-ton ADTs in the show's demonstration area. For Bell Equipment, entering the

'Heavyweight World Championship' ring with its B60E alongside the A60H was an opportunity to clearly show the conceptual differences between the two and establish the principle that flexible mega-haulers are a new performance class for mining and quarrying.

Since its founding in 2000, Bell Equipment Germany has been a regular participant at Steinexpo, which is held every three years in Nieder-Ofleiden, just 30 kilometres from the company's German headquarters in Alsfeld. "Over the years we have clearly benefited from the exposure Steinexpo has

given us to the quarrying industry. It has helped us to communicate our message that our trucks are not only for 'soft' earthmoving but also for tough mining applications," says Andreas Heinrich, MD of Bell Germany. "In Central Europe quarrying transport was traditionally dominated by rigid haulers in the 60 to 80 ton classes. When we introduced our B50D over a decade ago, we broke that rule. It started as a small market niche, but has continued to grow and brought us the reputation as the '6x6 quarrying specialists', which also impacted the acceptance of our smaller trucks."

The Bell range of eight ADT models, ranging from 18 to 55 ton payloads, was showcased with the B30E, B40E and B60E. "The diversity of our ADT technology is very

important for our dealers to enable them to promote their system solutions across all sectors of earthmoving and quarrying. However, interactions with local and international visitors at the show clearly demonstrated that our new E-series ADTs - with a competitive solution for all size classes - are attracting customers from the construction industry too."

Heavyweight World Championship

Most impressive was the live demonstration of the Bell flagship B60E. In the Steinexpo choreography with large wheel loaders and excavators loading blasted stone, narrow turns,

accelerations under load and tipping action, the main advantages of the Bell B60E became obvious.



Bell Germany Sales Manager, Alexander Schwarzkopf, leads visitors through the company's live demonstrations.



Bell Equipment's 60-tonner proved its full compatibility to common loading tools in quarries.

The Bell B60E clearly demonstrated how well it can complement existing rigid fleets as well as increase the productivity of 6x6 trucks. The B60E, with its two-axle 4x4 capability and proven ADT-technology drawn from more than a decade of 50-ton experience, proved highly capable of adapting to loading and discharge equipment in mining and quarrying. The 4x4 B60E, with its low net weight (42,5t) and a highly efficient drive train, consumes significantly less diesel than 60-ton rigid trucks. Experience also shows that the Bell B60E provides a lower cost per tonne solution than 40 ton ADTs.

With its 35m³ rock-type bin, which is close to square, the Bell 4x4 is ideally suited to standard quarry loading tools such as face shovels, and provides a better heap characteristic for typical coarse material than traditional long

V-shaped 6x6-bodies. At narrow loading sites the 4x4 tends to be more agile and, very importantly, tyre scuff is negligible when compared to 6x6 ADTs. Full traction and safe braking is guaranteed through the large oscillation joint which keeps all wheels on the ground in undulating conditions. This means that the B60E is significantly more tolerant of reduced haul-road maintenance than rigid dump truck operations. Like all Bell-ADTs, the B60E provides an automatic retarder function on all wheels, which guarantees safe operation in all seasons and weather conditions. The rigid-type twin tyres on the suspended rear 70-ton-axle ensure high load capacity (rated payload: 55t).

Accepted concept

“We were pleased to participate at this ‘Heavyweight World Championship’, as some visitors

have characterised the Steinexpo demo,” says Andreas Heinrich. “In the discussions after the demonstrations it became obvious that the concepts of both leading ADT suppliers have already established the 60-tonners as a new performance class in the hauling segment.”

An indication of this is that only one year after its introduction the Bell B60E is proving itself in many large and medium-sized quarrying companies. “The intense interest at the product launch has been replaced with real demand. The integration of 60-ton ADTs is becoming more and more accepted as a viable option in upcoming extension projects. As a consequence, we certainly have to adjust our initially conservative 2017 forecasts for next year.”



Members of Bell Equipment's Board of Directors visited Steinexpo on the occasion of the opening of the company's new European Logistics Centre in nearby Alsfeld.



The Bell B60E was one of the highlights of Steinexpo's live demonstrations.

Orion Equipment on the rise as a Bell Trucks America dealer

When you're in an area that gets an average of one hundred and eighty days of rain a year, equipment productivity and efficiency are crucial for maintaining your project schedule. Your equipment must work hard, be easy to operate and maintain, and able to handle nearly constant muddy conditions.

Orion Equipment in Seattle, Washington, took these factors, and more, into consideration when they chose to become a Bell Trucks America dealer in 2013.

Orion Equipment President, Van Ruiters, and Managing Director, Jim Irish, both have a background in the technical world of engine and transmission repair and rebuild as owners of Pacific Torque, a power

train solutions provider. "We survived the 2008 recession, came out the other side and started to look at the growth opportunities for Pacific Torque," Van said.

In business for 35 years, Pacific Torque has serviced many types of construction equipment, everything from Genie tele-handlers to rigid haul trucks, but

mainly working on powertrains. With all their service, parts and rebuild capability, Van and Jim saw an opportunity to become an equipment dealership and began searching for product lines that suited their vision and goals.

Knowing the history of Bell Equipment, and having done their share of work on several brands of articulated trucks, they felt that they knew the Bell product line very well and, in 2013, Jim contacted Bell Trucks America. Orion Equipment was formed and signed as a dealer with Bell Trucks America, taking delivery of their first four Bell Trucks.

"Strategically what we were doing with Pacific Torque was a good fit for what is needed as a heavy equipment dealer," Van said. "We were an ideal fit because we had

service and parts capability, logistics and rebuild, and a good core of technicians."

Signing with Liebherr brought dozers, wheel loaders, material handlers and scrap handling to their offering. They then signed with Wacker Neuson to become a compact equipment dealer. "One advantage we have is not having too many products," he said. "We don't have thirty products, and we have three salesmen. We have product knowledge and the ability to convey it to the customer. Our sales guys, they just know everything about everything. That's a differentiator."

Van and Jim like that Bell Equipment's dedication and expertise is focused on one product line - Articulated Dump Trucks. It's a good decision for them, Van says,

because there's not much bureaucracy and you get decisions made quickly. "The Bell line is very competitive from a quality and price matrix point of view with a great, great product. We just need to continue to do what we do, and get the Bell and Orion names out there."

One of Orion's big turning points was hiring Tom Williams in Strategic Accounts. Tom's background with Totem Equipment gives him knowledge of heavy equipment, including mining, and he has a prior history with Bell Equipment. He was one of Bell Equipment's first sales managers when they first came to North America in the 1980s selling forestry equipment, and was the number one salesman for Bell in North America five years in a row. When Bell returned to the US market in 2012, Tom was part of the team



that sold the first five Bell ADTs in the Pacific Northwest. Tom is committed to the Bell products, is knowledgeable, and a staunch advocate.

"If you believe in something, it's easy to sell it," Tom said. "If I could spend 30 minutes with everyone in the US who buys articulated trucks, they'd all buy Bell Trucks, and I believe that. Not because I'm good, but because they aren't aware of everything the Bell Truck can do."

Jim adds that the niche Bell has against all competitors is with the 50 ton and a 60 ton trucks, and each model has its own attributes that make them sought after in the marketplace. The 50 ton is a 6x6 truck that will compete with other 45 ton trucks being offered, but will go anywhere because of its wide tyre

base, its sure footedness and ability to go through mud where others give up and get stuck.

The B60E hauls the weight, turns on a dime, gets great traction control and is definitely an all-weather truck. "It's been raining up here forever and these trucks just outshine everyone else in this weather," said Jim.

Orion looks to the future

Van is optimistic about Orion's place in the Pacific Northwest heavy equipment market, specifically with articulated trucks.

"We're not only going head-to-head with artic trucks, we're also going head-to-head with rigids," he said. "I think there's a lot of opportunity with the B50Es and B60Es to replace that rigid market. When customers see the fuel economy, productivity,

comfort of the truck, the 'drive it on, drive it off' ease of moving it and the benefits of Fleetm@tic®, I think there's going to be a surprising amount of momentum out there. We just need to be able to respond to the demand."

He says there are other players in the market but once you get into the Bell 50 to 60 ton world, there isn't anything comparable out there in trucks.

"Van and I are actively engaged in visiting customers and showing our participation with customers," Jim Irish said. "That's what it takes to succeed - a service and a relationship with the customers and having a fine, quality product like our Bell Trucks."

The Orion Equipment team of (from left): Jim Irish (Managing Director), Tom Williams (Strategic Accounts) and Van Ruiters (President and CEO).



Customer feedback from Kerr Construction

The first Bell trucks sold by Orion were B50Ds purchased by Kerr Construction in Portland, Oregon. For owner Brent Kerr, the Allison transmission and Fleetm@tic® were features that sold the trucks.

"I ground on it pretty hard and then I got into the computer system with reporting, telematics and Allison transmission," Brent said. "When you have a (competitor's) transmission and drop box out, you're looking at an \$80 000 bill, but with Bell, it's a \$17 000 bill for a repair and rebuild. Between the telematics and Allison transmission, I just said I'll give anything for these trucks and when I'm done, I'll run them forever."

After he bought the B50Ds Brent started looking at his rigid truck fleet, comparing the new B60E to their 70 ton rigid frame trucks, and said he made an easy choice. "The B60E adapted to our environment of rain, mud and rock mix. Our western oriented rock pits have seams of clay in them so we are always dealing with mud."

Another saving for Brent is the ease of transporting the B60E. Preparing a rigid frame truck for transport requires the removal of parts like the fenders, cat walks and tyres, and removing tyres obviously makes the whole loading process logistically difficult. In contrast, when loading a B60E, you simply drive it on a lowboy (lowbed), chain it down and go. It's just like moving a smaller machine. "That alone sold me on the 60 tonner," he said. "But then, once we tried it on a demo, the turning radius, fuel efficiency and telematics (Fleetm@tic®) also sold me. It was an easy decision."

Merino Construction sold on Bell Trucks

When someone like Brent Kerr starts purchasing Bell Trucks, other equipment managers and owners sit up and take notice. According to Ralph LoPiere, Director of Fleet Assets and Processes at Merino Construction, "Brent knows equipment more than any other owner. There are owners and wannabes, and Brent is the guy who has all bases covered," said Ralph.

"Nobody wants to do the homework," he said. "But every year, every model, you had better be looking at what's going on to make your business more money."

And Ralph does his homework. He says he isn't an expert, but he's practical. "If I buy something new, I baseline everything," he said. "I can say here are the baseline levels when it's brand new. Now I try to achieve those levels throughout the life of the machine, I try to better those levels now instead of five years down the road, when you see problems and it's already too late. Nobody does that."

Ralph's number one priority is to choose something that's robust, reliable and proven, and then from there he starts dissecting it - price, economy, how it's put it together. That's how he says you make the right decision.

"When I started doing analysis on Bell Trucks, I realised I'm already saving on the production side," he said. "Then I looked at the telematics and I'm getting what I want as far as the day-by-day, play-by-play, knowing whether we have the right trained people in the truck. You can check your production, and Fleetm@tic® can show how many events per day you need to address. If you didn't have this tool, you can't tell if a problem has been handled."

After his first demo with Bell, Ralph was convinced that transitioning to Bell was the way to go. He says the price is better and the trucks are more robust compared to some competitor models, and adding in fuel economy made the picture even clearer.

"Going with Bell starts to be the right decision," he said. "So, we bought one truck and we liked that, and now we have three and they are performing quite well."

New Bell B20E proves its effectiveness for Scotland's leading plant hire firm, AB2000

It's a Scottish SME success story; AB2000 Limited, Scotland's largest privately-owned business operating in the field of plant and equipment hire. Year after year this firm has grown to impress and prosper based on the principle that careful investment can lead to considerable expansion.

From its head office and main workshop facility at Cambuslang in South Lanarkshire, Scotland, AB2000 is a plant hire firm that, since becoming incorporated in 1995, has developed a trusted reputation for its reliable ability to perform, whether that means supplying clients with specialist rail and machinery movement solutions, operated crane hire, or reliable plant hire equipment; from a fleet which includes vehicles from by Bell Equipment UK.

Over the course of two decades, and under the carefully planned direction of Managing Director Adam Bruce, AB2000 has built its

operation extensively, leading it to now include several 'trading divisions'. These comprise its core construction plant and equipment; mobile crane hire - as well as test weights and equipment moving - railway; mobile concrete pump hire; and soil stabilisation; and a dedicated division covering the north of the country.

Before starting AB2000, Adam was the proprietor of his own operation, Adam Bruce Plant Hire Ltd, and prior to that was an owner/driver of a Drott & Hymac excavator himself. With over 55 years' experience under his belt, Adam has used his knowledge and capabilities to

continually invest in the AB2000 firm, its staff and equipment, and has subsequently made the company one of the most successful privately-owned and operated plant and equipment hire operations in the country.

Under his leadership the firm has ridden the storm of the economic downturn, and achieved a steady growth of turnover, profit, and operating margins since 2013, due to Adam's commitment to continually diversify the services his firm offers, expanding resources and investing in the plant and equipment AB2000 has available to hire. "Diversification has worked

effectively for AB2000," Adam explains, "enabling us to remain successful, and recover quickly following the difficult period of the recession. We have expanded into new sectors and consolidated business with existing clients; effectively creating our role as being a one-stop-shop for all our clients' plant hire needs.

"We are fortunate enough to have a formidable team of talented sales managers, staff and operators, all working to make our business succeed. Over time we have continued to source new products, chosen to renew our fleet regularly, but most of all diversify - using acquisitions and creating new divisions whenever the right opportunities present themselves."

Adam cites the recent example of a mobile concrete pump acquisition, a procurement which led staff to join AB2000 from the Dunne Group after it ceased trading. The purchase of the mobile crane division and staff from Motherwell Bridge was also a turning point for the company, with both ventures enabling AB2000 to secure valuable equipment, capable of bettering its customers' on-site needs.

Adam's business strategies have served his company well, and the list of accolades achieved under his charge has been impressive. At present, his firm is positioned as 59th within the 'Britain's Private Companies with the Fastest Growing Profits' listing - an annual Sunday Times Profit Track 100 league table sponsored by BDO, which comprehensively ranks Britain's private companies based on 'fastest-growing profits' over three years.

Further building the picture, in 2014 AB2000 was awarded the Scottish Business Insider's fastest growing SME award, and in 2015 was ranked the second most successful SME in Scotland, then last year the firm impressively reported sizeable profits of £4.1 million.

Back to the present, and this notable operation has continued its annual

investment of £10m - a sum earmarked to secure the purchase of new equipment designed to expand the fleet, as well as replace older machines. The company has also reported an annual profit increase of more than 75 percent. And, should this momentum continue, the firm will be on-track to further increase turnover, margins and profits well into 2018.

As for the fleet itself, AB2000 has in the region of 420 machines that combine to form a taskforce of operated and non-operated plant-for-hire. This includes 1,5 tonne mini-excavators, heavy equipment including dozers, tracked excavators of up to 55 tonnes, wheeled excavators, articulated dump trucks of up to 30 tonnes, soil stabilisation equipment, rollers, 180 degree machines, road brushes, tele-handlers and rotators.

One of the firm's more recent acquisitions has been the 'new to market' B20E - a more compact piece of ADT kit that fits the bill for smaller applications.

It's the latest addition to a generous portfolio of 42 Bell machines. AB2000 already carries the B25E and B30E ADTs, which have shown themselves to be reliable workhorses when regularly set to work amongst bulk earthworks, quarrying, road building, pipe line laying, and crushing and screening tasks.

The B20E joins the Bell Equipment lineage, and has been chosen 'because in some circumstances, a smaller ADT is exactly what's needed, to enable a contractor to do more'.

This particular model is currently being put through its paces on a house building site in Glasgow, stripping overburden and performing general excavation tasks, within a constrained area.

"It's a very effective machine," says Bill Marsh, Director and General Manager at AB2000, "and great for use on smaller sites, as it's so easily manoeuvrable - particularly when space is tight.

"It's easier to move between houses, and owing to its lower axle loads and wide tyres, doesn't cause damage to site roads. I've certainly been impressed so far."

Bill knows what he's looking for when it comes to machine capabilities, and knows what to expect from Bell. He takes the responsibility for sourcing, purchasing and selling AB2000s plant fleet as well as overseeing the service department. His previous experience of Bell ADTs stems from a period when he worked within the UK open cast mining industry, and became familiar with the machines, their durability and reliability.

"The majority of our Bell trucks are used within the core plant division. However, we've brought the B20E onboard with a mind to primarily deliver in the construction plant fleet, with the option to potentially bring the vehicles on board within our railway work, or on contract sites.

"The machine we own right now is performing well, and an order has already been placed for a further four units of the same model, with an option to then secure an additional five.

"I'm confident the B20E will continue to do well, as if it comes from the same mould as its forerunners, it will prove to become a machine associated with dependability, lower operating costs and good residual values."

The future for the B20E at AB2000 looks set. By taking its place within a plant hire firm that continually invests and identifies prospects, the vehicle will have every opportunity to demonstrate its capabilities to construction teams around the country. As for the future of AB2000? Expansion continues to feature as a mainstay priority. It's a firm that has successfully proven that by continually identifying business opportunities and expanding into opportune areas, the right investments soon deliver growth.



Bell B40Es impress Trollope Mining on phosphate mine

Bell Equipment has for a long time set a benchmark with its traditionally yellow Articulated Dump Trucks (ADTs) and these workhorses on the African and wider world mining and construction stage have subsequently appeared in blue, brown, white and even shades of red livery.

But now they've gone completely green too and none more so than on South Africa's evergreen West Coast.

Brothers, John and Peter Trollope, founded Trollope Mining almost by default when, fresh from university, they noticed activity at the development of a new mine close to the family farm outside Thabazimbi. Buying amongst other used equipment, some Bell 1756 and 1266 Rigid Haul Tractors with 9-cubic metre dump trailers, the brothers set about doing some bulk earthworks on a contract basis and

their company Trollope Mining Services was founded in 1975. Trollope Mining has, over four decades, made its mark in opencast mining, crushing and screening, bulk earthworks, rehabilitation, road construction and plant hire. A long association with Bell Equipment is continuing with Trollope Mining owning the first fleet of green Bell B40E and older D-series ADTs and 35 000 litre water tankers based on the Bell B40D chassis.

"The colour green is the corporate colour of our clients Kropz SA (Pty) Ltd and we're proud to be their

contract miners at the new Elandsfontein phosphate mine between Hopefield and Langebaan on the West Coast," says Mark Cockbain, Trollope Mining Services Site Manager. "As a mark of our commitment to our clients, we've painted our entire fleet of mining equipment in their corporate colour, which is this unmistakable green."

"We as Trollope Mining Services have been tasked with removing and stockpiling topsoil and other soft material for later rehabilitation before the phosphate-rich soil is mined," Mark says. "Despite the

environmental stipulations contained within its mining licence, our client is committed to looking after this area where the mine is situated and has planned that rehabilitation takes place as soon as a wide strip of phosphate has been mined."

Trollope Mining Services also takes care of haul road maintenance and the peripheral services associated with opencast mining.

"We have discovered that the mining area presents unexpected challenges with some very soft sand, which makes for challenging underfoot conditions and some of our ADTs, fitted with conventional 29,5R25 tyres, have sunk into the sand," Mark continues. "To this end, we've tested high flotation tyres of a 875/65 x 29,5 size on one Bell B40E ADT and found that this truck can take a full load of 20 cubic metres where no other truck can. This has impressed us and our thinking is that despite the difficulty of finding such tyres, this would be the answer to our challenges going forward."

Three more Bell B40E ADTs, fitted with the wider high flotation tyres, have subsequently been added to the Trollope Mining Services fleet at the mine. Small greedy boards retrofitted in the centre of the truck's bin, ensure good, heaped loads of 20 cubic metres.

"In this relatively remote area, we appreciate that our production targets can only be met while our mechanical availabilities are high and for this we rely heavily on Bell Equipment from their nearest Customer Service Centre in Cape Town," Mark says. "We try and give the technical teams as much advance notice as possible and response times have been great with spares drawn from Bell Cape Town, the Bell Global Logistics Centre in Jet Park and our own head office near Bapsfontein. We also keep service kits on site."

It would seem that no matter the colour of Bell Equipment's legendary reliable ADTs, stalwart customers such as Trollope Mining Services will see to it that their client's phosphate product is mined responsibly to ultimately create a much greener environment.



Bell UK's longest standing relationship looks set to evolve further

When a working relationship between customer and supplier remains steadfast from one decade into the next, it's testament that a supplier's product, service and reliability continues to make the grade.

Ben Bennett Jr Ltd, a family run company founded in 1883, takes the reins of both a steel rolling mill and a limestone quarry and believes that to keep the wheels in motion, the importance of sound relationships should never be underestimated.

Ben Bennett Jr is Bell Equipment's longest standing client in the UK. Having purchased its first Bell Articulated Dump Truck – a B25C model - back in the late 1990s, it continues to purchase the firm's hardworking machines up to the present day.

Ben Bennett Jr's Grange Mill Quarry is situated in Matlock, Derbyshire, and was acquired by the firm at the same time as its Rotherham based steel rolling mill in 1935.

Since then the firm has been using the quarry to skilfully extract high quality grades of calcium carbonate. Over the years the range of materials sourced from the quarry has further developed to comprise products including a recycled filler grade, suitable for use in a variety of applications such as food, pharmaceuticals, plastics, rubber, glass and sealants.

It's a company dedicated to the principle of 'never ending improvements in quality and productivity', and one which chooses working relationships that reflect its own committed ethos.

Over three decades, Bell Equipment machines have made their mark as a quarry staple at Grange Mill by proving their worth with each new model that cuts the quarry face.

"Even back in the 90s, Bell machines were considered to offer a competitively priced solution with a sound capacity," Andrew Brough,

Quarry Manager at Ben Bennett Jr explains. "They were right for us at the time, and I'm pleased to say, with the way the machines have evolved, they still are now.

"That's because, while our business has grown and developed over the years, so has Bell, by developing equipment and moving it in the right direction, so that it's still applicable to its clients' changing needs."

Andrew goes on to explain that typically, the Bell Equipment machines used in the Grange Mill Quarry will perform above and beyond expectation, fulfilling face-to-crusher and overburden removal tasks reliably and economically. He says the Bell vehicles ideally suit his quarry's production size, and that the proven capabilities of a recently purchased loading shovel have served to further his sound opinion of both manufacturer and machine.

"We have three Bell B30E ADTs working in the quarry at present – each of which is earning its keep, travelling with load from the quarry face to the primary crusher.

"We also use a Bell L2606 Wheel Loader, a work horse that's served us well since May 2015, and which

we plan to keep until May 2018 - at which point we'll be looking to trade it in. It's been a terrific piece of kit, providing us with the extra capability we've needed.

"In essence, the equipment is strong, reliable and efficient, and the service Bell provides us with offers equal trust and dependability. We've developed a strong working relationship with our Bell representatives over many years, and the service they provide us with is second to none, whether the team is presenting us with a particular model at a competitive price, or arranging a convenient finance deal."

Ben Bennett Jr is a company with deep-established roots, however its drive to progress and remain relevant through the decades is what has enabled it to thrive for over 130 years. A recent investment in additional mobile crushing and screening equipment illustrates the point well, as the firm demonstrated its advancing approach to quarry operations through the unveiling of a new Sandvic unit, designed to re-crush overstocked 75/125mm lower-quality limestone, and make it appropriate to supplement the industrial plant process, and use within various aggregates.

The firm has also been successfully granted a planning consent extension to excavate at Grange Mill Quarry until 2042. It hopes to make the most of this permission by remaining selective with regard to the markets it supplies, but also versatile in the way it provides quality and service to its customers.

"We don't plan to waste our reserves based on volume," Andrew explains, "especially when the deposit of limestone we have is so high in terms of purity, making it truly sought after within specialist markets. We'll continue to produce our materials through a stringent quality control process so we can meet the tight specifications for special glass and pharmaceutical requirements."

As for how Bell fits into the Ben Bennett future, well there certainly seems to be a place: "Ben Bennett is a company that's continuing to evolve," Andrew concludes. "We'll never remain still, and will continually seek ways to improve our operation and its function, and yes, we see Bell Equipment's machines featuring within that development. In fact, in terms of quarry function and process, we envisage Bell machines being at the forefront."



E-series safety features impress Excavo Mining

Proven reliability with sustained high hours of service over an extended period of time has led a Mpumalanga contract mining company to add to its existing fleet of Bell Articulated Dump Trucks (ADTs).

Excavo Mining is the contract-mining arm of two holding companies, Isambane Mining and Msobo Coal. The contract mining company came into being as a result of a contract on a potentially large new colliery south of Belfast in Mpumalanga. With one parent company, Isambane Mining, already owning and operating Bell ADTs, the idea came about to standardise on haulage equipment and Bell Equipment was again chosen as the original equipment manufacturer (OEM) of choice for the haul fleet.

“As a new company it’s very difficult to obtain financing on an outright

purchase of new equipment without any sort of credit record,” says Koos Reinecke, one of Excavo’s four directors. “To its credit, Bell Equipment through its local Sales Representative, Carel Venter, saw potential in us as long-term clients and offered us a rental agreement with an offer to purchase, which we gladly accepted.”

“We get audited on our local content and with Bell Equipment being a South African OEM with a product this good and a deal to match that, it was an easy choice,” Koos adds. “We then acquired 14 Bell B40D ADTs in 2013 on a ‘rental option to

purchase’ (ROP) deal, which means that by the 18th month of the initial rental contract with Bell Equipment we obtained financing and took ownership.”

With the current pressure on coal-mining companies’ commitment to supplying both local and export markets, downtime could not be tolerated and according to Johan Venter, their Bell B40D ADTs proved their mettle from the start.

“Coal mining is very intense and individual annual machine hours of 5 000 hours is not uncommon,” he says. “Our Bell B40D ADTs gave us

that from the outset proving that their mechanical availabilities had to be at the higher end of the scale. To add to their value, we’re still running these machines and in spite of their 15 000 hours of service, we’ve not had to rebuild any one ADT apart from swapping out a transmission.”

As this particular mine developed, so did Excavo Mining’s scope of work. Additional earthmoving equipment was hired to supplement that of sub-contractors. Then in 2016 Excavo Mining, in a planned effort to be more cost-effective, decided to start replacing their sub-contractors by acquiring additional earthmoving equipment for this purpose.

“It was an easy decision to approach Bell Equipment as we and especially our maintenance teams, already knew their products and had established a firm relationship with the company,” says fellow director Koos Jordaan. “Staying with Bell Equipment meant enlarging our current fleet of Bell machines albeit with a later and more efficient model ADT in the E-series.”

“As part of the phasing out of sub-contractors, we tested a Liebherr 764 Dozer for four months and after seeing pleasing results, decided to include three of these

machines in our ROP along with 14 Bell B40E ADTs,” he adds. “These machines have proved invaluable especially on the all-important rehabilitation of mined out areas.”

Excavo Mining had been tasked with a total mining package of drill, blast, load and haul of topsoil, overburden and coal. Rehabilitation is an important task to them as multi-seam rollover mining is completed. They also maintain haul roads and general infrastructure for the mine’s owners.

“We operate on dry rates but even so maintain accurate record-keeping on fuel. Checks and balances in our total mining package dictate that we should move specified cubic metres and tonnages within a given fuel allocation,” Johan says. “Mining down to 30 metre depths means some challenging traction conditions for our new Bell B40E ADTs as they carry full loads of both overburden and coal on a maximum 4,5km haul but at average fuel consumptions of 24 litres an hour, this is not causing any unhappiness.”

Excavo Mining’s Engineering Manager Gert de Bruyn has been closely associated with the new fleet of Bell B40E ADTs. “We did experience a few growing pains as

the new B40E ADTs settled in but we had the immediate attention of two Factory Technical Analysts from Bell Equipment’s Richards Bay plant in attendance on site, showing us that they took this seriously and potential problems were quickly attended to.”

“We’ve been impressed with some of the new safety features in the Bell B40E such as the tipping action that won’t operate unless the machine stands on level ground and the hill-assisting park-brake that engages automatically. And to add to this, a much smoother ride goes a long way to easing driver fatigue,” he says.

“As long as a machine is not costing us money in maintenance, we have no issue with running that piece of equipment to high hours,” Koos Reinecke concludes. “This has made the decision to stay with Bell Equipment as our OEM of choice, an easy one as we feel they understand our business and the challenges we face on a daily basis. And when you add the reliability of both their equipment and back-up service, you have a structure for sustained success.”



Three of Excavo Mining’s Directors (from left): Koos Reinecke, Johan Venter and Koos Jordaan with (back) Bell Equipment Sales Representative, Carel Venter. Absent is Director, Yacoob Mansoon.



B60E impresses in German limestone quarry

The first Bell B60E to go into operation in Europe is proving that bigger is better by delivering great flexibility and high cost efficiencies for quarrying company, Schiewe Steinbruchbetriebe, which is using the truck to extract shell limestone.

Schiewe Steinbruchbetriebe, established in 1949 by Heinz Schiewe as a family-owned company, is now managed by the third generation. Over time it has grown to become one of the largest suppliers of aggregate and construction materials in the Eastern Westphalia-Lippe region of Germany. The company also supplies mineral fertiliser and is involved in the recycling of building materials.

The company has three limestone operations in the Detmold/Lemgo area. At both the Detmold/Bentrup main site and Sonneborn/Bartrup, stationary plants with downstream concrete and asphalt production supply the complete range of high grade aggregates for construction.

Plans are afoot to install another large stationary crushing plant at the third site, at Lemgo/Kirchheide, by the end of the decade. Currently this site, which has been in operation since 2000, uses mobile processing equipment to produce about 300 000 tons per annum of coarse grades for gravel layers, frost protection layers and filling material as well as building material for geological barriers.

About half of the Lemgo/Kirchheide total operating area of about 20 hectares is actively worked. Backfilling has already been completed on a large portion of the remaining area, which has been earmarked for the new plant.

The quarry is an all-year-round operation that uses a 120t shovel excavator to extract the material blast-free. The six active levels reach a depth of 60m resulting in a haul

route of up to a kilometre to the mobile 0/100 scalping unit sited uphill to separate oversized rock from smaller stone as the first production stage. The route is characterised by narrow bends and slopes with maximum gradients of 30%.

Before the arrival of the two-axle B60E, the operation made use of 40-ton Articulated Dump Trucks to move large volumes of overburden and material. However, after three passes of the 7,7m³ bottom dump shovel the smaller trucks were only averaging payloads of 35t of material, even with raised sides. In addition, the three axles gave the trucks limited manoeuvrability on the 30m wide berms and necessitated cost-intensive maintenance of the narrow bends on the haul route due to the curve characteristics of rear double axle that also resulted in increased tyre wear.

These issues have been successfully negated by introducing the B60E, which takes only four passes with the same shovel to achieve an average payload of 54t thanks to the traditional flat bottom dumper shape. This allows for a much better filling level for the coarse material without the need for time-intensive manoeuvring. The operation also makes use of the automatic tailgate to avoid losses on slopes. This has been found to increase the dumper capacity by 2m³, so when loading the free-flowing overburden the standard onboard weighing system is particularly useful.

During operation the B60E delivers high standards in performance, driver comfort, safety and fuel

economy. The truck, with its active front chassis, is powered by the EU4/Tier4final certified 430kW Mercedes-Benz/MTU inline 6-cylinder engine combined with Allison's 7-speed transmission.

Braking and retardation of the 42.5-/97.5-t 4x4 is assured by wet brakes on all wheels in combination with powerful Jacobs Vehicle Systems® engine braking while the suspension-strut supported 70-ton rear axle, with 24.00 R35 twin tyres, delivers a nominal payload rated at 55.0 metric tonnes.

Supporting the driver and promoting safe driving practices is Hill Hold, Safe Tip, downhill speed control and auto 4x4 traction control. Other standard features include auto grease systems, rearview camera, onboard diagnostics, and Bell Equipment's Fleetmatic® telematics with full production data reporting.

Bell prides itself on the philosophy of providing the lowest cost per tonne equipment solutions, and after the first two months of use Schiewe Steinbruchbetriebe reported an average fuel consumption of just under 20l/h for a calculated payload of about 275t/h with their B60E.



Season's greetings to all our Bell Bulletin Global ADT Edition readers

As this is the last edition of the magazine for 2017 we would like to take the opportunity to wish all our readers and customers a safe and peaceful festive season and best wishes for the New Year.

Thank you for your support during the past year. We trust that you have enjoyed reading our new publication as much as we've enjoyed putting it together for you and we look forward to bringing you more inspirational stories in 2018.

The Bell Bulletin Team

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