

Bell appoints renowned specialist eci as irish distributor

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Bell Equipment UK has appointed experienced construction machinery dealer ECI JCB as the company's distributor for Articulated Dump Trucks (ADTs) in the Republic of Ireland and Northern Ireland.

ECI is the longest established specialist dealer in Ireland, having recently celebrated 30 years as a JCB dealer. With strong links with all key regional trade organisations, ECI has an unrivalled industry reputation for customer service and market knowledge.

The company had identified ADTs as a significant gap in its product portfolio and needed a specialist manufacturer with a reputation for quality equivalent to that of JCB. As a result, ECI approached Bell Equipment, believing them to be the best ADT firm around.

"There is a good synergy between the Bell ADT range and the JCB machines we already sell to our customers," confirms Denis Murray, Managing Director of ECI. "For example, on bigger projects where we supply JCB excavators, there is clearly a need for high-quality dump trucks as well."

"The Bell Equipment reputation is thoroughly justified. Not only does Bell offer the highest as-standard spec of any ADT on the market, plus a strong warranty, but the company takes pride in the exceptional fuel efficiency of its machines. We estimate that a 12-strong fleet of Bell ADTs could save as much as a quarter of a million euros per year on fuel, compared to other ADTs on the market."

Another key advantage of the deal for Bell is that ECI can offer finance solutions through their preferred finance company Deutsche Leasing – the same company used by Bell. As a result, the companies believe that Irish companies wanting to purchase Bell ADTs will see a streamlined financing process because the benefits of Bell, including the machines' excellent residual value, are already well known to Deutsche Leasing.

The timing could not be better for the Bell partnership with ECI to begin. While the Irish construction industry suffered significantly during the economic downturn, ECI weathered the storm and was able to retain its sales force, meaning it is well positioned to meet increased demand. "The market has picked up over the past year and future prospects look excellent," confirms Denis Murray.

"The Western Corridor project is about to start, requiring a considerable demand for dump trucks. Several wind farm projects; also housebuilding growth is beginning to move across the country after a recent boom in Dublin."

For ECI, the arrival of the new Bell E-series ADT gives them access to an improved machine never before available in Ireland. Promoting the Bell range across Ireland will be the responsibility of Sales Director, Denis O’Kelly.

“We’re looking forward immensely to introducing the Bell E-series to our customers,” Denis O’Kelly confirms. “The combination of machine quality, robust financing and the superb servicing and support provided by Bell makes for an impressive overall package.”

ECI already has the new B30E Series ADT in Ireland on Customer Evaluation and initial feedback from several users has been excellent, particularly in the reduced operating costs driven mainly by the Fuel Efficiency of the new E-series.

ECI JCB will carry its own Bell spares for fast, off-the-shelf parts availability, while the Bell Parts and Service Management team has already visited ECI in Ireland to deliver an extensive field sales and technical parts and service training programme.

For Bell, the company’s future prospects in Ireland look healthy. “ECI JCB is an extremely credible operator, with 30 years of success already behind them,” concludes Nick Learoyd, Managing Director of Bell Equipment UK.

“We have a good fit, in terms of product portfolio and financing, and we believe they are the perfect choice to drive our growth across Ireland at this exciting time for construction.”

Source: Bell

ARTICULATED DUMP TRUCKS