



North Wales Rental Start-Up Buys Over 20 New Bobcat Machines

IMAGE SOURCE: Doosan Bobcat EMEA

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EMY Plant Hire, a new start-up rental business based in Wrexham in North Wales in the UK, has purchased over 20 new machines of all types from the full-liner range offered by [Bobcat](#). The new Bobcat mini-excavators, compact loaders, telehandlers and attachments available to rent from EMY Plant Hire were supplied by Norwest Plant Ltd, the local Authorised Bobcat Dealer.

EMY Plant Hire was founded by Joint Directors, Emily Roberts and Andrew Dickens, concentrating first on the local area, including North Wales, Cheshire, Staffordshire and Shropshire, before looking to eventually operate nationwide.

As well as general plant and other products for users in diverse markets such as construction, landscaping, utilities and agriculture, EMY Plant Hire has been formed to also offer the more unusual and specialist products for its wide customer base. To illustrate this, the company is one of the first rental businesses in the UK to offer the articulated version of the Bobcat E85 8.5 tonne mini-excavator.

Emily Roberts commented: "At EMY Plant Hire, we are fully committed to offering a first class rental service for our customers, but we would also like to offer more unusual and innovative products for hire. We are one of the first rental companies to offer the articulated boom version of the E85, which is an unusual feature in the UK market, where the preference is for straight boom models. The articulated boom allows users to bring the arm on the E85 closer and to reach a lot higher, potentially providing them with a larger working range.

"We are also targeting specialist areas such as the tree surgery and forestry markets. By offering both the conventional and the leading edge, we have much to offer not only our own customer base but also by cross-hire through other rental and contractor companies. We have already laid the ground for these relationships and feel very positive about the local market and beyond."

As well as the E85, Norwest Plant has delivered a further 13 Bobcat mini-excavators including four E10z 1 tonne, two E17z 1.7 tonne and eight more models above 2 tonne, including E20z, E26 and E45 models. With the machines from Norwest Plant, EMY Plant Hire is also offering Bobcat S100 and S450 skid-steer loaders and a Bobcat T450 compact track loader. Alongside these are TL30.70 7 m and T40.180SLP 18 m telehandlers from Bobcat and seven different Bobcat attachments including pallet forks, an auger and buckets.

Garry Wheawall of Norwest Plant, based in Wigan in Lancashire, said: "We are very impressed with the innovation being shown by EMY Plant Hire. Even during the last 12 months of the pandemic, rental companies have continued to operate and in some places have been flat out. I think this is a good time for EMY to enter the market, offering a broader set of products and solutions for customers."



(l to r) Sam Lockert, Hire Manager at EMY Plant Hire with Joint Directors, Emily Roberts and Andrew Dickens

Image source: Doosan Bobcat EMEA

Authorised Bobcat Dealer for North Wales and North-West England

As well as the Bobcat range of mini-excavators, skid-steer and compact track loaders, compact wheel loaders, telehandlers, light compaction and attachments, Norwest Plant offers a full selection of genuine Bobcat accessories and parts to support both new and existing Bobcat customers in its area. Customers also benefit from the company's on-site service network, covering everything from emergency repairs to routine maintenance.

Norwest Plant is part of the Construction Equipment Division of Northern Ireland-based Ballyvesey Holdings Ltd, a privately-owned group with a wide range of trading subsidiaries. As the Authorised Bobcat Dealer for North-West England and North Wales, Norwest Plant covers Greater Manchester, Lancashire, Merseyside

(including the Wirral), Cheshire, Anglesey, North Gwynedd, Conwy, Denbighshire, Flintshire and Wrexham.

Source: Doosan Bobcat EMEA

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