

Who we are

Bell Equipment is a leading global manufacturer, distributor and exporter of a wide range of heavy equipment for the construction, mining, quarrying, sugar, forestry and waste handling industries worldwide.

The ADT is the group's core OEM product and Bell is acknowledged globally as an ADT specialist for its ongoing innovations and the class leading performance of its ADTs.

Machines are marketed, distributed and supported, both locally and internationally, through a wide network of branches and independent dealers.

The group has also strengthened its trading base through strategic alliance agreements with other global companies and is an appointed distributor in selected African territories representing several leading international brands with almost 200 products well suited to all applications.

As a South African company that employs locally, Bell Equipment is an integral part of the communities in which it operates and takes its responsibilities as a corporate citizen seriously. The group purchases from local suppliers wherever possible and invests in meaningful outreach opportunities with a particular focus on education, training and development both internally and externally.



Our value creation process

Bell believes in the philosophy that if its customers succeed so will the group and it creates value by striving to give customers the best ownership experience. Strategies and daily operations are focussed on building long term relationships that will, in turn, generate continuous machinery and aftermarket sales.

This is achieved by listening to our customers' needs, developing relevant equipment and aftermarket solutions, manufacturing quality products and, above all, ensuring that stakeholders throughout our value creation process receive meaningful support to sustain our business.

