

PRESS RELEASE

Bobcat Kathu establishes long-standing relationship with Olivier Beton

05 November 2018: Such is the popularity of the Bobcat brand that customers seldom only buy single machines, but are often converted into long-standing customers due to the reliability, durability, and cost-effectiveness of the brand.

One such customer is Olivier Beton of the Northern Cape, a multi-disciplinary construction company specialising in civils, building, and readymix concrete. It is ably supported by the Bobcat Kathu branch, which relocated from Kuruman in 2016. The company bought its first Bobcat T410180 telescopic handler in 2016. It has since forged close ties with Branch Manager **Darius Marais**, and has acquired a few additional machines since its initial purchase.

“Our point of view is that certain manufacturers excel in certain lines of products and equipment. When we decided to acquire telescopic handlers and skidsteer loaders, there was really only one brand to consider. Aftermarket service is just as important,” Olivier Beton Director **Riebeek Olivier** comments.

Olivier points to the versatility of the Bobcat S630 skidsteer loader in particular. Apart from the variety of attachments available, its compact size makes it ideal for underground construction. Here the concrete agitator is used to transport concrete underground, while the hydraulic hammer is used to break out hard rock.

The Bobcat T410180 telescopic handler outperforms its rivals in terms of ergonomics, power, and price. Not only is the initial purchase price attractive, but the fact that less maintenance is required over the lifespan of the machines translates into a quick return on investment and cost-efficient operation.

Marais attributes the branch’s success in attracting loyal customers such as Olivier Beton to continuous hard work. This high level of support is facilitated by **Nadia Harris** (Parts Counter); **Pieter De Beer**, **Aaron King**, and **Orateng Tsinyane** (Technical); **Rudi Burger** (Sales Representative); and **Adam Wesi** (Deliveries).

The branch was established seven years ago, and has seen consistent growth ever since, mainly supplying the iron ore and manganese mining industry in the region with a range of Bobcat and SANY equipment. “We also specialise in rental equipment for diverse industries,” Marais adds.

De Beer highlights that the successful relationship with Olivier Beton is underpinned by quality workmanship and service. “We are in communication with our client on a daily basis to provide technical advice and expertise.” Such support is critical in the mining industry in particular, where tough machines are essential to reduce downtime and increase productivity.

“We have been dealt with in the most professional manner. The team is always ready to assist, from quoting on a specific machine to servicing it on-site. Our current fleet of skidsteer loaders works underground, and therefore has to be serviced underground. This is no problem for the Bobcat team,” Olivier highlights. “It is one of the biggest deciding factors when we buy new equipment. The aftermarket service we have received thus far from Bobcat Kathu is excellent.”

Commenting on Bobcat’s presence in the Northern Cape, Marais stresses that the brand is well-known and represented at all the major mining houses, including the likes of Anglo American and Assmang. For example, the branch recently clinched a major contract to supply 12 new skidsteer loaders for a five-year project at Khumba Iron Ore.

Olivier concludes that his company is also growing at a steady rate. "Our old telescopic handlers will be replaced in the next two to three years. We will also acquire new skidsteer loaders as our underground construction division expands."

Ends

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