

Atlas Copco Press Release from Atlas Copco Construction Technique

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Atlas Copco Road Construction Equipment appoints new equipment & aftermarket dealer

Dynapac Road Construction Equipment (RCE), a division of Atlas Copco Construction Technique, brings its product and service solutions offering closer to customers around the country through the appointment of MB Plant SA (Pty) Ltd as its official equipment and aftermarket dealer.

Quality products and rapid service from OEMs are the mainstay for customers to maintain profitability and competitive edge. “We are therefore relentless in our pursuit to ensure that our world-class products, service and after-sales support are easily and conveniently accessible to our customers, and the MB Plant SA dealer appointment is certainly a positive step in that direction,” states Neville Marthinussen, Road Construction Equipment Business Line Manager - Construction Technique. “Furthermore, this move is perfectly aligned with the Construction Technique’s service enhancement strategy to expand our presence in the Provinces, grow our customer base and to further strengthen existing customer relationships.”

According to Marthinussen the decision to appoint MB Plant SA was an easy one as the company shares the RCE service ethos and focus. With well-established resource and trading representation in most of the provinces, MB Plant SA has the necessary expertise and infrastructure to further improve presence in the market and provide total package equipment offers to customers. “The synergy of Dynapac compaction and paving equipment with MB Plant SA civil engineering construction equipment and their mining dump truck portfolio now affords us the ability to offer total equipment package requirements to big six construction companies on their product package enquiries, as well as to the mining industry which normally request basket / package offerings.

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MB Plant SA's responsibilities will include improving current channels to market and increasing the product and service footprint in the territories, thereby expediently providing customers with the shortest route to equipment products, as well as parts and service support in the areas of their business, at their branches and close to awarded work projects.

Further unpacking the objectives of the dealer agreement which was formalized mid-November 2015, Marthinussen assures customers that their requirements for optimum product availability and fast, efficient and professional service will continue to be met. "We will ensure that the customer's purchase and after-sales service experiences are seamless," concludes Marthinussen.

MB Plant SA (Pty) Ltd., strategically located throughout the country, is a joint venture with a majority share held by MB Holding Company LLC based in Oman. MB Holding Company LLC is a multinational corporation with operations and subsidiaries spread across the globe in the Middle East, Europe, North Africa, Asia, Asia-Pacific, Australia and New Zealand.

Danie Gerber CEO for MB Plant SA says, "We are committed to extending our network of branches and sub-dealers to provide an efficient service to our customer base throughout the country, and work hard at maintaining an effective stock of machines and parts."

MB Plant SA will be responsible for the full Dynapac Road Construction Equipment product range in Kwa-Zulu Natal while their product range in Gauteng, Free State, Mpumalanga, Limpopo, and North West Provinces will comprise of Soil Drum Rollers and Small Double Drum Rollers.

Marthinussen explains that as asphalt equipment is a specialized product range with highly specialized applications and therefore Pavers, Asphalt Rollers, Milling Machines, and asphalt Material Feeder units will continue to be marketed by the experienced Atlas Copco Road Construction Equipment sales team, together with dedicated MB Plant sales engineers.

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“This approach will enable us to ensure field product training as well as practical hands-on product knowledge training to augment the classroom. We will also be able to pass on skills and knowledge to the new dealer team and ensure high customer expectation and satisfaction.”

Customers are assured of Dynapac RCE’s ongoing technical support knowledge of the highest standard across all products in all the regions. Product knowledge training forms an important part of the dealership agreement and RCE will provide all necessary training to MB Plant SA.
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CAPTION TO PHOTO:

Atlas Copco Construction Technique’s Dynapac road construction equipment division, appoints BM Plant SA Pty Ltd. as official equipment and aftermarket dealer. FLRT: Philip Herselman (General Manager Atlas Copco Construction Technique); Danie Gerber (CEO MB Plant SA); Neville Marthinussen (Business Line Manager Construction Technique); Frank Reid (CEO MB Plant SA)

Atlas Copco is a world-leading provider of sustainable productivity solutions. The Group serves customers with innovative compressors, vacuum solutions and air treatment systems, construction and mining equipment, power tools and assembly systems. Atlas Copco develops products and service focused on productivity, energy efficiency, safety and ergonomics. The company was founded in 1873, is based in Stockholm, Sweden, and has a global reach spanning more than 180 countries. In 2015, Atlas Copco had revenues of BSEK 102 (BEUR 11) and more than 43 000 employees. Learn more at www.atlascopcogroup.com

Atlas Copco’s Construction Technique business area provides construction and demolition tools, portable compressors, pumps and generators, lighting towers, and compaction and paving equipment. It offers service through a global network. Construction Technique innovates for sustainable productivity in infrastructure, civil works, oil and gas, energy, drilling and road construction projects. Principal product development and manufacturing units are located in Belgium, Germany, Sweden, the United States, China, India and Brazil.