

First-class service keeps customers returning to Babcock

Babcock's tailor-made aftersales service and reliable technical support, coupled with competitive pricing, were major deciding factors in Bidfreight Port Operations' recent purchase of two additional SDLG wheeled loader machines from Babcock. Bidfreight Port Operations (BPO) is one of the largest providers of in-port logistics in South Africa with operations in every commercial cargo port in the country. The company offers integrated port operation solutions to customers importing or exporting in southern Africa.

BPO previously purchased SDLG L938L wheeled loaders from Babcock and cite the first-class aftersales service received from Babcock as one of the main reasons for returning to purchase an additional two new SDLG machines.

"As an enterprise that operates with a huge fleet of machinery, we are always looking for reliable equipment that can take the strain. Based on previous experience with SDLG machines and the excellent aftersales service that we have received from Babcock in Richards Bay, the decision to return to Babcock was an easy one. Their team is reliable and always willing to help while spare parts are readily available and well-priced," says Riaan Avenant, Bidfreight Workshop Supervisor.

"We retain a comprehensive range of parts at branches and dealerships throughout South Africa and also provide countrywide 24-hour service and breakdown assistance, with the aim of getting customers' machines up and running as soon as possible," explains Grant Sheppard, Regional Manager Export at Babcock's equipment business.

The deal was sealed by Babcock sales representative Louis van den Bergh, who has sold in excess of 50 SDLG machines for Babcock over the past four years and credits his success to the robustness and competitive pricing of the machines, as well as the excellent aftermarket and parts support provided by Babcock.

Babcock handed over the new SDLG L938L and SDLG L958F wheeled loaders to Bidfreight at the Bidfreight office in Richards Bay on 24 March. The machines will be used to discharge various types of cargo from vessels in port as well as loading cargo onto vessels.

The robust and value-for-money L938L is designed for optimum break-out force to improve productivity and efficiency and features a powerful and reliable Cummins 6BTS.9-C130 supercharged engine. The machine's long wheelbase and high tipping load keeps it stable, even on rough terrain.

The new L958F series wheeled loader from SDLG offers high performance and reliability, backed by a world-class support network from Babcock. Its design ensures that service and maintenance is easily handled, while the single joystick guarantees precise, easy and comfortable operation of the loader arm and bucket. The high breakout force, rated load of 5 400 kg and a new 3.2 m³

bucket design improve efficiency and productivity, while the powerful 6 cylinder engine delivers maximum torque.

Babcock is one of Africa's industry leaders in building long-term relationships with its customers by delivering to the highest standards long after sales have been concluded, and is also the exclusive regional distributor of SDLG construction equipment in southern Africa. Babcock's aftersales support service is available across its extensive branch network throughout South Africa, Namibia, Zambia, Botswana and Mozambique. Technicians can also be dispatched to remote locations in Africa with all the tools and diagnostics necessary to complete a service.

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On behalf of: BABCOCK

Editorial contact: Loll Thomson (011) 467 2133

Mail to: lol@sepe.co.za

Client contact: Grant Sheppard: Regional Manager Export at Babcock
equipment business.

Mail to: grant.sheppard@babcock.co.za

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