

Heavy equipment supplier expands its footprint

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Hheavy equipment supplier High Power Equipment (HPE) Africa is expanding its branch network to another five centres in South Africa this year.

“We have opened our first branch in East London and will be opening additional branches

in Nelspruit, Middleburg, Pietersburg and in the Northern Cape during the year,” says HPE Africa MD **Alan Grady**.

He explains that the expansion of the branch network is the result of growth in the sales of machines in certain areas. He adds that, in East London, a



TROY COLLINS

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growing demand for the company's products spurred the opening of a branch, despite HPE Africa's existing agent, Hyundai, and JIL Plant Hire being in the area.

"JIL Plant Hire has its own machinery, as well as many clients [to whom the company] previously sold Hyundai machines.

"HPE Africa will focus on further developing and encouraging the sales of new machinery and parts for the company, while JIL Plant Hire will continue to focus on plant hire," says HPE Africa's East London branch representative **Troy Collins**.

He points out that there has been an increasing demand for HPE Africa's Hyundai skid steer loaders in the city, which places the city in third position in the country for the demand for skid steer loaders.

Collins notes that East London has a need for smaller equipment, making the Hyundai skid steer loaders and mini excavators particularly popular and widely used in road maintenance and in quarries.

He adds that the new branch in East London will offer a

wider selection of spare parts, including spares applicable to the machinery sold by HPE Africa, as well as parts for most machinery in the construction industry.

In time, HPE Africa will set up a dedicated servicing department at the East London branch.

In the interim, servicing and maintenance will continue from the company's Jet Park branch, in Gauteng, with excellent turn-around times at no cost to the client.

HPE Africa has been supplying the industry with global earthmoving equipment brands for over ten years.

It is the sole Southern Africa supplier of Hyundai equipment and also sells Astra off-road, articulated and rigid dump trucks, Soosan hammers and drills and Meccanica Breganzese crusher buckets.

All HPE Africa's equipment is carefully selected according to its conformity to the Europe emission standards, as well as safety, environmental and build requirements and standards.

Further, all machinery is built with the demanding African climate in mind.

The company's head office in Jet Park, at any given time, has more than R16-million worth of spare parts stock available to its clients.

Its service offering includes full or part service contracts and around-the-clock stand-by workshop and parts departments.

The company's technicians are able to service older equipment that has been in operation since the product entered the market, and HPE Africa hopes to significantly expand its market share in the repair and maintenance sector by the end of 2010.

HPE Africa offers its products and services to clients in the plant hire, construction, government, mining and materials handling industries.



ALAN GRADY

HPE Africa aims to set up a dedicated servicing department at its East London branch

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