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PRESS RELEASE

Breathing new life into used plant

Small and medium sized operations in construction, mining and industrial processing are being offered a helping-hand by Dura Equipment Sales with a wide range of carefully selected and affordable used plant equipment.

The company invests hundreds of millions of Rands each year in the procurement and refurbishment of quality used plant machines to enter a second term of life in mining, construction, plant hire and other applications. With a more affordable price tag these machines offer small and medium size operations the opportunity to expand their fleet with highly productive machines at a fraction of the cost of new equipment.

Having already sold well over 2500 machines throughout Africa, the company has developed an enviable reputation for service and is a trusted supplier to a growing number of operations. Its success is largely due to unique in-house expertise to evaluate equipment on sites and buy machines that are most suitable to either refurbish or resell to customers.

Key to success

According to Ernest Human, Dura Equipment Sales marketing manager, the company was established seven years ago as part of the Du Randt Group of companies, which includes West Rand Plant Hire, Dura Parts and Foton Lovol. "As a result of the company's roots in plant hire we started the business with hard-earned knowledge of the different types of machines and have always been keenly aware of the kind of lifespan and cost of ownership each of the brands and models can offer.

"As a result when we procure machines we know what to look for and know which machines to buy. We are also able to pass this knowledge onto our customers and give them sound advice when it comes to selecting the right machine for the job and assist them with cost of ownership calculations and possible returns on investment etc.

"Machines on offer range from small TLB-type machines for agricultural applications and general construction, to road resurfacing machines, loaders, dumpers, excavators, graders and large production machines for mining applications. These are serviced within our fully equipped workshop facility and where refurbishment is required we restore them to near

factory condition ready for resale,” says Ernest.

Cross border trade

The company also has the expertise to import and export machines across the border making the setting up of operations in any African country a seamless operation no matter where machines come from or are going to. In addition the company has established branches in all major centres in South Africa with a comprehensive dealer network in outlying areas wherever there is a requirement for equipment.

A professional sales force and team of field service technicians and other support staff are on hand to assist customers to find the right machines for their requirements with finance available from all major banks to suit customer requirements. Sister company Dura Parts is always ready to supply reasonably priced spares and parts for a wide range of machines and ensure the wheels of production are able to keep rolling at all times.

“We have a long and successful history and thanks to our investment in infrastructure, people and equipment we have a bright future ahead. Dura Equipment Sales is in this business for the long-run and plan to keep on doing what we are doing better-and-better so that our customers have good reason to keep coming back.

“With more than 110 machines available in Johannesburg and many more throughout our branches, there is sure to be a machine to match almost any requirement,” concludes Ernest.

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Captions

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Ernest Human of Dura Equipment Sales

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Dura Sales has machines for all applications

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