



“In 2009 the company became part of the Montpellier France based Altrad Group; world leaders in the manufacturing and supply of its three core product ranges; Scaffolding; Cement Mixers & Wheelbarrows.

Following the successful acquisition of Belle the Altrad Group has since gone on to strengthen its position within the UK market with several more high profile acquisitions

In 2011 they acquired Beaver 84 whose core business is the supply of Scaffolding; Fencing and Associated Ground Works Products and NSG UK Ltd a Specialist Access Solutions Provider.

During 2012 Altrad continued on the acquisition trail as they purchased MTD Scaffolding before adding Generation Hire & Sales a national supplier of Scaffolding; Fencing and Non Mechanical Access Equipment.

The group is still keen to expand if opportunities exist within their core product portfolio of Scaffolding; Wheelbarrows & Mixers

Many of our customers are looking to reduce overheads by single sourcing as many products from one core supplier; and with the wider spread of products now available from Belle we are well placed to meet this requirement as well as reduce costs through EDI transactions We have invested in new technology to allow customers to order spare parts electronically 24 hrs a day 7 days a week at www.belle247.com a big plus for stretched businesses

Many hire companies have repositioned their business through the downturn and as a key supplier to the industry we have listened to their plans

We have had an increase in the number of hire companies visiting the Belle factory to discuss face to face their requirements and how best to replenish or refresh their fleet and this has provided an opportunity to show them the exciting new product developments taking place

Production facilities at Sheen are being

continually automated with investment from our parent company and we now have one of the most advanced manufacturing facilities in Europe

Key to our success has been intensive product development providing industry leading equipment with advances in Health & Safety as well as improved performance; we lead the market in low HAV compaction equipment and with the backing of the Altrad Group we will continue to invest

Currently we are completing a two year trial on a new and exciting product. Even simple things such as the industry standard wheelbarrow have been looked at for product development

Badly designed; imported product does not meet the requirements of UK contractors and landscapers and usually offers less efficient solutions to a basic site requirement for moving material through smaller tray sizes

Traditionally with a life cycle of weeks not months and an abysmal return on investment before being left to rust in the corner of a building site thus blighting our environment, Belle as part of Europe's largest wheelbarrow manufacture has now provided an innovative solution for all contractors & hirers with their Belle Warrior wheelbarrow

With a virtually indestructible tray that carries a One Year Warranty and enhanced features no wonder this product is the chosen wheelbarrow for Alan Titchmarsh on his new ITV1 programme "Love Your Garden"

Many contractors work on a pan-European basis and want continuity of product across their various contracts and as part of Altrad Group this is now possible Belle is currently in the process of re-branding to Altrad Belle and the pre-fix Altrad will eventually carry across all of its UK businesses ensuring a strong presence for what will be the most comprehensive range of tools and equipment for both contractor and hirer. ”