

# Ballyward Plant To Sell GiANT Loaders



**Giant export manager Rob Tolenaars with Robert McAlerney, Ballyward**

**HAVING successfully launched the Hanix mini excavator brand back into N. Ireland while representing Hydrema dumpers, Ballyward Plant Services has now taken on the Dutch manufactured Giant range of compact wheeled loaders and telescopic handlers with immediate sales success.**

Ballyward director Robert McAlerney takes expansion in his stride.

"As one of the newest dealers, there is undoubtedly a fear of taking on too many franchises too quickly but I feel that the products I now represent fit together pretty well and complement each other," he told Equip "When I took on Hanix and Hydrema, both had excellent reputations for quality and as a result, I have been receiving a very strong, positive welcome from customers.

"With Giant however, although Tobroco have

been manufacturing for 20 years, the name is not that well known in the UK or Ireland and so the sell is a little different. I am looking for the customer who needs an extremely versatile, easily transported compact loader or skid steer that will take a wide variety of attachments for many applications. These machines are extremely well built using high grade steel for the chassis and booms, Kubota engines and high quality Bosch Rexroth components and will suit builders, builders merchants, merchants, agricultural contractors, landscapers or councils.

"With my first demo machines – a D254SW with canopy and a heavy duty, turbo V452THD due to arrive this week along with the V5003 Arctic Edition that the manufacturer was good enough to lend me plus the two units already sold to two local building contractors, I really could not have hoped for a better start.

"The units sold are a D337T wheeled loader and a Tendo compact telehandler with cab which can lift 1.5 tonnes that I have to admit I did not go out that morning to sell.



**Impressive demonstrations at Plantworx of the Giant SK 251D and D 254SW**



"I fully realise that at the heavier end of the Giant range there is a lot of well established competition but I feel that there is still a niche sector for the smaller end of the compact market using the base unit as a platform to cater for loading, dumping and digging. There are over 100 different attachments available for 30 plus machines that run from 1,000 kgs all the way up to nearly 6,000 kg. "Anyone who saw the Giant demos at PlantWorx, especially the D254SW cannot fail to have been impressed at their ability and lifting performance."

## NURTURE AND DEVELOP

Giant export manager Rob Tolenaars is one of those people a trade journalist could talk to for hours with passion and pride in his product, a "visit the factory anytime" invitation and an appreciation of an immediately successful new dealer that his company intends to help and nurture. He told Equip:

"Ireland is an untapped market for us and to enter effectively we felt that a dealer who was already selling good quality products would be ideal for us. "Robert does just that and I was particularly impressed when I learned of his initial success with Hanix. He is obviously not shy of hard work and after his initial well received showing at the show in Tullamore, his itinerary of local shows that he is intending to exhibit at is very impressive.

"We have new products in the pipeline which we will launch in due course and at present we are planning a new production facility that will enable us to increase our production from the present 50 machines a week in order to cater for a rapidly increasing demand."

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