

Renico offering the right equipment at the right time

Running his own construction and property related business since 1990, Nico Louw, Managing Director of Renico Group of Companies, decided in 1998, to open a plant hire company to fulfil his plant hire needs. Cherry Ellis met with Louw at his offices in Honeydew.

"I bought one Case backhoe loader in 1998, but soon realised that a fleet of equipment was needed, not only for my own needs, but as well as the demand for a reliable plant hire company in the North West. Today, 12 years later, the company operates a plant fleet of 146 units, including excavators, skid steers, wheel loaders, tipper trucks, motor graders, water carts, telescopic handlers, bulldozers, site-dumpers, compaction rollers as well as mobile screens and crushers.

"There are several reasons for our success, but most important are our staff, they are passionate about customer service. In 2001, Gert Brits joined the company as Plant Hire Manager and he had a burning desire to excel in satisfying the needs of our customers, and this has rolled out effectively to all our staff," said Louw.



A Case 821C wheel loader on hire from Renico Plant Hire.

PRIDE

"At Renico, we not only hire out machines, if there is a request for a particular contract to be completed, our staff assesses the site carefully and decides on the most economical and time-efficient manner of completing

that contract. It is with pride that we ensure that all our clients get far more than 'hired equipment'," said Louw.

Adding to its success, Louw said that during the tough times, the company learnt to diversify, to create opportunities for work and building lasting relationships with all their customers. "In the early years, we were fortunate enough to work in a 50km radius, today we have machines working as far afield as Bloemfontein and the Northern Cape. Our determination to find work for our machines through marketing, fitting the right machines for the application and having the supply when its needed has added to our success," Louw added.

Taking a look at back-up service and keeping downtime to a minimum, he explained that the company runs a fully fledged workshop with trained field service technicians. Once out of warranty, all its equipment is maintained by Renico's staff.

Managing a plant fleet of this size is also no small feat, but Louw explained that another reason for their success in back-up and parts availability is that the company has standardised on certain brands. "During the last few years, we have tried certain brands, but have standardised on Case, Doosan/ Daewoo, Bell, MAN and Mercedes. This way, we can offer the right equipment at the right time at the right price," concluded Louw.



Renico Plant Hire operates a fleet of equipment, including Bell motor graders.



Renico Plant Hire's water truck on site.



A Case backhoe loader in the wash-bay at Renico's offices in Honeydew.

All photos by Cherry Ellis



Renico Plant Hire's equipment also works at Janho Quarrying and Crushing on the West Rand.



Nico Louw, Managing Director of Renico Group of Companies.

