



RENICO shows tremendous growth

Nico Louw, Managing Director of Renico Group, together with Renico Plant Hire, CSE and CNH Industrial teams.

Nico Louw, founder and managing director of Renico Group, started Renico Plant Hire with an old backhoe loader in 1998. Since then, the company has established itself as one of the leading plant hire companies in the North West area of Johannesburg and its rental fleet has remarkably grown up to today's count of over 200 earthmoving machines and tipper trucks.

"Reliability is a key factor in our business," says Nico Louw. "Our results depend on the equipment performance and having minimum downtime is essential. Since its foundation, our company has been relying on the proven reliability and performance of Case equipment".

Renico Plant Hire is part of Renico Group which comprises various companies in the fields of construction, property investment, quarrying and crushing, civil engineering and earthworks in addition to plant hire. The Group represents a truly South African success story. Started off as a real estate agency in 1992, the company has gone from

strength to strength, investing in different sectors and dedicated companies as Renico Plant Hire.

The fleet encompasses a total of 38 Case tractor backhoe loaders, 14 excavators from 21 to 29 tons, four recently purchased motor graders and several skid steer loaders and telehandlers. All supplied by Case distributor, CSE.

The units are deployed on various job sites throughout South Africa and Namibia and they have played a crucial role in the development of large-scale civil engineering projects, including shopping centres, office developments, casinos, highway upgrades, mining and various other projects.

"For example, there is a 21 ton Case

excavator working on the upgrade the Northern sewer in Johannesburg while several backhoe loaders are used for upgrading the K90 road at the Waterford Estate. Furthermore, our 29 ton excavators will be soon starting some civil works at Empire on the hill," says Louis Nel, responsible for Operations, Technical & Procurement at Renico Plant Hire.

"Ease of use is a very important factor for our customers," adds Nel. "We are committed to provide them with turnkey equipment solutions that perfectly fit their needs and applications." Technical support and parts availability are also critical. "CSE is always available when we need them and they resolve any issues at speed," highlights Nico

Louw. "What's more, when we need to renew or expand our fleet, we get from them excellent advice on the model that will fit best with our needs."

CSE, which is part of South African based investment holding and management company Invicta Holding Ltd, has an extensive network of branches and dealers which cover the major centres of South Africa and some bordering countries. It provides Renico Plant Hire with sales support, technical expertise and parts supply.

"We are committed to offer the best

equipment that better fits our customers' applications, with consistent benefits in terms of performance and minimum downtime," says Brenton Kemp, CSE Managing Director. "Our company is also well positioned to support our customer base with extensive sales, technical and aftermarket services."

"In terms of quality, Case products rate amongst the highest in the marketplace," adds Kemp. "In South Africa, there is a high demand of equipment from the compact line but there are also specific industries and sectors in which the

market is dominated by products from the heavy line, such as excavators and motor graders, as the ones we have provided to Renico, but also other machinery like wheel loaders that are part of the full Case offering.

A loyal Case customer since the early beginnings of his business, Nico Louw looks with confidence at the future, based on the certainty of the high levels of success achieved through the years. "And we know we can always count on Case and CSE," he concludes.

From left to right: Nico Louw, Managing Director of Renico Group; Leon Schelvis, CSE Sales; Louis Nel, Workshop Manager at Renico Group; Jonathan Clark, Product Support South Africa at CNH Industrial; Andrea Rapali, CNH Industrial; Corne Coetzer, CSE National Sales; Mark Webster, CSE Branch Manager.

