

# Relationships, intelligent ADT design and a rolling programme of trade-in, delivers success to JoinPoint

*For many companies, developing strong, successful working relationships with employees, customers and suppliers alike, is considered the best foundation for growth and achievement.*

It's a philosophy drawn upon by Leicester-based JoinPoint Ltd, an experienced plant hire specialist in the United Kingdom, renowned for its ability to create and maintain first-class supplier and client relations through the selection and operation of exceptional machines.

Running an impeccable fleet of 55 machines including ADTs, rollers and excavators - close to half of which have been supplied by Bell Equipment - has rewarded JoinPoint with an untarnished industry reputation, and resulted in the achievement of long-term working relationships with multi-disciplinary contractors, including the Buckingham Group.

Maintaining strong working relationships, offering a powerful, modern fleet, and employing a knowledgeable team, have become considered the successful components for this continually developing firm, as Paul Finnegan, owner and chairman, has learned over nearly forty years in the industry.

Paul helped create JoinPoint back in 1987 as a separate plant hire division of the original Paul John Group, a firm established in 1976 as an infrastructure and drainage subcontractor to the housebuilding industry. He built up a reliable and committed team, bringing his now Managing Director, David Brown, on board within the early years.

Paul and David had known each other for many years before Paul offered David a position when he came out of the army. They both spent the late-eighties fulfilling a demand for drainage projects nationwide and David's dedication to the role led to him being promoted to MD by 1996. By 2000 JoinPoint had moved away from the drainage division of its operation, to concentrate solely on the increasing demand for plant hire.

on our plant hire offering and better understand our clients' needs, the service they expect, and the machines they require," Paul explains.

"When choosing machines, we don't take decisions lightly, and do our groundwork to find vehicles that will prove reliable and deliver results for our customers. This is why, since 2002, we've bought machines from Bell Equipment.

"Our fleet comprises 55 machines, 18 of which are Bell B30E ADTs, with a further seven Bell machines, of the same model, on the way.

"Why so many? Put simply, the vehicles are exceptional and the relationship we've formed with the Bell team works so well that our business can only benefit."

Paul goes on to explain some history behind the firm's decision to invest in new Bell machines. Back in 2002 JoinPoint equipped its fleet with the Bell model of the moment, the B30D. A total of 30 B30Ds were put through their paces and achieved impressive results over a 12-year period, then in 2014 a decision was made to begin a programme of investment, intended to replace all remaining Bell stock with new models from the advanced E-series range.

Twenty B30Ds were traded back to Bell by JoinPoint and were replaced

- and extended upon - with 25 new Bell B30E models.

The capabilities of these evolved ADT models have been attributed to the vehicles' intelligent design, which serves to provide the highest level of automation, control and off-road ability within its class, together with a competitive cost-per-tonne return. The model's innovative on-board truck management system has been developed to include a Hill Hold function, bin tip prevention, an auto-park application, turbo spin protection and on-board weighing, all as standard.

The remote machine monitoring system, Fleetm@tic®, designed to promote maximum productivity and machine operating efficiency as well as operator comfort and the high performance modern diesel engine, makes this product attractive for a fleet that has regular plant hire use. "The Bell machines within the JoinPoint fleet always work hard and tend to experience more time out on-site than our rollers and excavators, so for that reason we choose to replace them more frequently," explains Paul, who is confident in the knowledge that the machines he and the team have invested in will deliver the reliability and results he has come to depend upon.

"A two-year rolling trade-in programme works best for us, as our clients receive all the benefits of having brand new or very young

machines, and we forego the costs associated with replacing worn parts and tyres that can typically be required for vehicles over 24 months.

"We can then hand our machines back to Bell to recondition, service appropriately and present to the pre-owned market as a low-hour vehicle, with exceptional fuel efficient properties and best-in-class power."

This is a detail Nick Learoyd, Managing Director at Bell Equipment UK, picks up on, commenting: "JoinPoint's operational model of only using machines up to two years old certainly works for them and it's because of this business practice, together with the maintenance skills of our own engineers, that we are able to bring high-quality, young ADTs to the pre-owned market, and demand for these machines is thriving, not just in the UK, but also in Iceland and South Africa. Furthermore, with Tier 4 models of the B30E expected to be released by their initial owners soon, we anticipate significant pre-owned interest from even more customers, including clients in the US.

"Traditionally, used machines will have accumulated anything from 7 000 to 12 000 working hours, whereas the ADTs we receive from JoinPoint are more likely to have in the region of 4 000 - making them an extremely attractive pre-owned purchase option," adds Nick.

By trading in its two-year old ADTs for new models, JoinPoint's relationship with Bell continues to deliver results. However, it's not just working relationships that have thrived under the company's ambitious approach...there's also been some family progression.

Inspired by the JoinPoint team's achievements, Paul's daughter, Holly Finnegan, has herself become the owner of a Bell B30E, which she makes available through her own enterprise, HB Finnegan Plant Hire - a venture operated by Holly in addition to holding a place within the Join Point company.

Holly's business is proving successful, and has the potential to progress using the relationship-based approach she's already familiar with.

"Enabling construction projects to thrive through effective plant hire services is an area in which the JoinPoint team excels. The acumen runs in the family, and with our intention to keep relationships thriving between clients and suppliers, it's our goal to take the JoinPoint company further still," concludes Paul.



At the handover were (left): Ian Cobden (Bell UK), Richard Higgott (Bell UK), David Brown (MD, Joinpoint), Ruby Finnegan (JoinPoint), Paul Finnigan (owner, Joinpoint), Nick Learoyd (Bell UK).

