



BELL Srl COMPANY OVERVIEW

BELL was founded in 1984 in Reggio Emilia as a spin-off of the OGNIBENE SPA - today OGNIBENE POWER SPA - with the aim of developing new products for the forestry, agricultural and gardening market.

In particular at the beginning the hydraulic log-splitter was developed a few years before at the Ognibene Company and then it was produced in BELL. This product has been an innovation on the European market for many years.

The new company BELL grew up thereafter and became a leader on the market by developing the hydraulic log splitters together with several other products such as a complete range of petrol engine brush cutters and a lightweight chainsaw suitable for pruning.

In the year 2000 BELL focused in the Automotive market with a complete range of hydraulic products such as the air-hydraulic pumps for car-lifts and for many other applications.

In addition a wide range of hydraulic in-line filters also called as “last chance filters” useful for preventing any delicate hydraulic parts from being damaged by dirt and other debris which may be present in the oil.

- 1984 Establishment.
- 1994 New building for the headquarter in via F. De Pisis, 5 - Reggio Emilia.
- 1996 Development and launch on the market of Woody, the first compact and electric log- splitter with pump, electric motor and cylinder integrated. The very first concept of a log-splitter ideal for being sold through the large distribution chains.
- 2001 Acquisition of the Company branch “air-hydraulic pumps and in-line filters”. BELL begins to diversify its products on the market and focuses in the Automotive market.
- 2005 Development of a complete range of hydraulic hand pumps for IVECO tilting cabin system in cooperation with the Company OGNIBENE SPA.
- 2008 Development of the production line of hydraulic steering cylinders for agricultural tractors, front end loaders and valves for power steering systems.
- 2014 30th Anniversary.
- 2015-2016-2017 BELL keeps on developing new products by widening the range of the hydraulic pumps and improving the range of the hydraulic log-splitters.
- 2018 ...

BELL SRL is a manufacturing company specialized in the hydraulics, well focused on the agricultural and forestry market of the hydraulic log-splitters and on the Automotive market of the air-hydraulic pumps as well as the high-pressure in-line filters.

Furthermore, some new products have been introduced in the latest years, including the actuators for earth-moving and tractors and the tilting cab system.

The attention to the Customer, which has always been the key aim of BELL's policy, locates BELL on top of the market for Quality and Customer Satisfaction.

The Management and the entire Staff are committed every day to keep on pursuing the aim of achieving the best in the development of all the processes required to implement the company procedures in order to assure a correct Company Organization and an attitude to a Lean Production.

Our Mission



The Company Mission is to achieve a full Customer Satisfaction by involving the entire staff in an internal growth and a respect of all the parties that play together to expand the market shares in a healthy and safe environment.

Accident-prevention, cooperation, team projects, quality system are just some of the deep issues concerned in the Company Policy.

Our guidelines are:

- Team work in every aspect of the organization
- Continuous improvement in every phase of our activity
- Prevention
- Mutual trust at every level of our business

Our Values



In BELL people work for:

- Passion
- Integrity
- Quality
- Commitment
- Innovation
- Customer Satisfaction



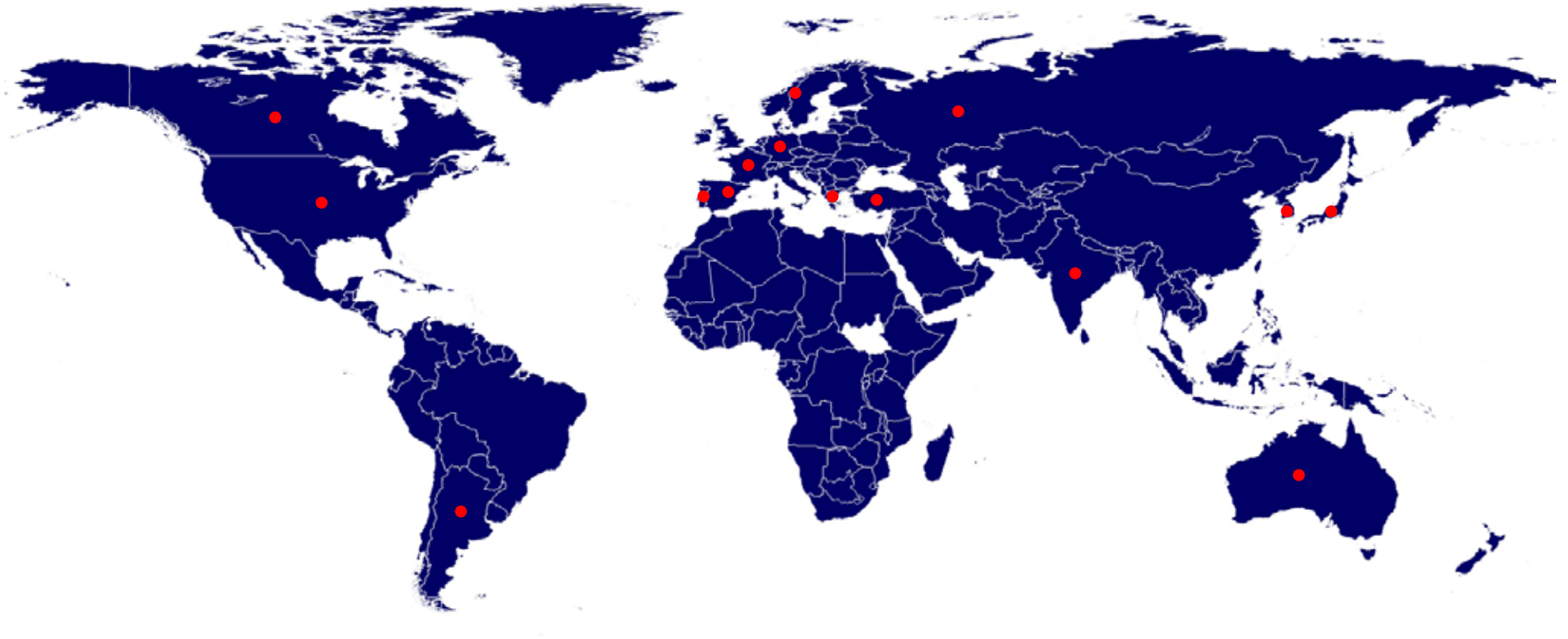
Management System:

The Management is aware that the market shows continuous needs in terms of product features and safety, extreme attention to customer needs and control of sales prices. It is important to provide precise and concrete answers to these requirements, as they represent the conditions necessary to face the market itself.

To achieve this aim, BELL has started a production reorganization project according to Lean Production strategies. This strategy is based on the concept that the achievement of company goals must be done in a lean method, through excellent processes and with the minimum waste of resources, guaranteeing a reduction in costs and an increase in market opportunities.

The Management is committed to promoting the understanding and distribution of the Corporate Policy making it visible and comprehensible to all personnel directly and indirectly involved.

Company Market Shares



The Company Structure: BELL SRL



- Located in Reggio Emilia (Italy)
- Founded in 1984
- Number of employees: 35
- Extension: 3.000 mq

BELL currently runs: ***Webgate Sirio***

HEADQUARTER



- Manufacturing of hydraulic log-splitters, hand pumps, air-hydraulic pumps, in-line filters, hydraulic cylinders
- Product Engineering head office
- Logistic & shipping department
- R&D Department
- Graphic Department
- Quality Department

BELL Products for the Automotive market and other applications

HP series

The HP pump is operated through a foot pedal and it is small, handy and portable.

It is compact and have an oil capacity of 1,4 - 2,5 or 4 liters, enough to fill up long cylinders.

The HP is meant for high working pressures: 250 - 500 - 700 up to 1000 bar depending on the choice of the size of the piston, to obtain respectively 2 - 1,3 - 0,7 and 0,6 L/min of max oil flow.

The oil port connection is designed to swivel, enabling easy fixing of the hydraulic hose (standard thread 3/8" - 18 NPTF).

The HP pump, as well as all the air-hydraulic pumps by BELL, can be connected to the normal pneumatic circuit 5/8 bar and over, and it is equipped with a replaceable internal air filter.

A pneumatic relief valve is incorporated, which safeguards the hydraulic components irrespective of inlet air pressure, the valve is externally adjustable and lead sealed.

The release valve for the oil return inside the tank is integrated in the HP unit and operated through the pedal by pushing the "RELEASE" zone. Such valve is hydraulically damped to avoid shock in the system.

The oil pressure attained is not affected by any drop of pressure in the air line or even the airline being disconnected. The pump works even if it's not connected to the cylinder.



Air-Hydraulic pumps



The HP pump is also fitted with a silencer which contributes towards a good working environment (max 78/80 dbA at 1 m. of distance).

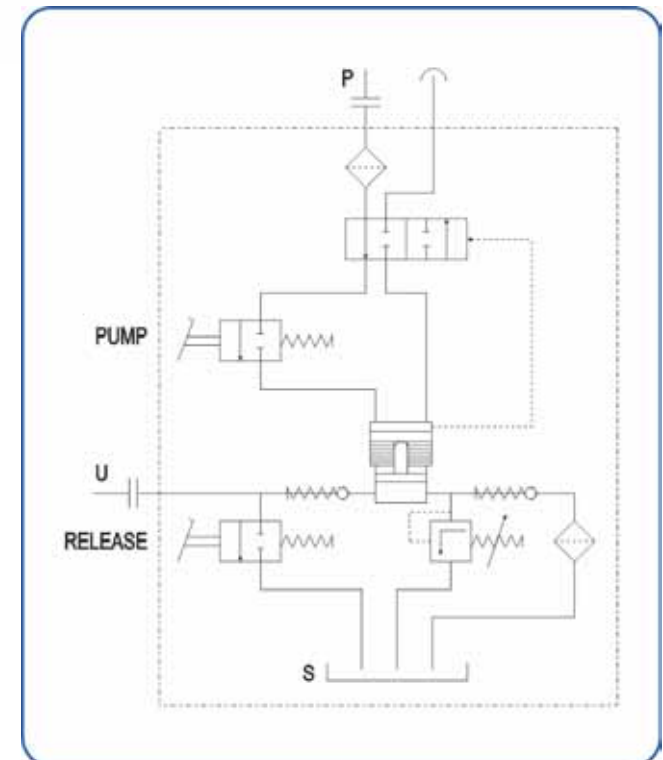
MAIN TECHNICAL FEATURES:

- Operated through pedal
- Pressure up to 1000 bar
- Oil flow up to 2 L/min
- Tank capacity: 1.4 / 2.5 / 4 litres
- Pneumatic supply 5÷8 bar
- No lubricated air
- Low noise level (80 dbA)
- Compact design (mm 295x115x170)
- Weight with 1.4 L tank: 5.3 Kg
- Heavy duty construction
- External maximum pressure valve
- Standard air thread G 1/4"
- Orienting port (standard 3/8" NPTF)



MAIN APPLICATIONS:

The HP pump, as all BELL pumps can be used in all hydraulic applications, especially when high pressures are required and when the flow must be controlled to assure the right precision on work.



Air-Hydraulic pumps



UP series



UPF

The UPF pump by BELL operated through pedal has a special design, especially thank to the pedal ergonomic, which will make you recognize it everywhere!

The operating pedal has 3 positions with a spring return, ideal for single acting cylinders (it can also operate double acting cylinders by applying an in-line external valve - optional).

MAIN TECHNICAL FEATURES:

- Operated through pedal
- Oil pressure up to 1000 bar
- Oil flow up to 2.6 L/min
- Tank capacity: 2.4 / 5 / 7 / 10 / 20 litres
- Pneumatic supply 2,8÷10 bar
- No lubricated air
- Low noise level (75 dbA)
- Compact design (mm 365x155x209)
- Weight with 2.4 L tank: 4.6 Kg
- Heavy duty construction
- Internal max pressure valve
- Air connection standard G 1/4"
- Oil connection standard 3/8" NPTF
- Air consumption 400 L/min

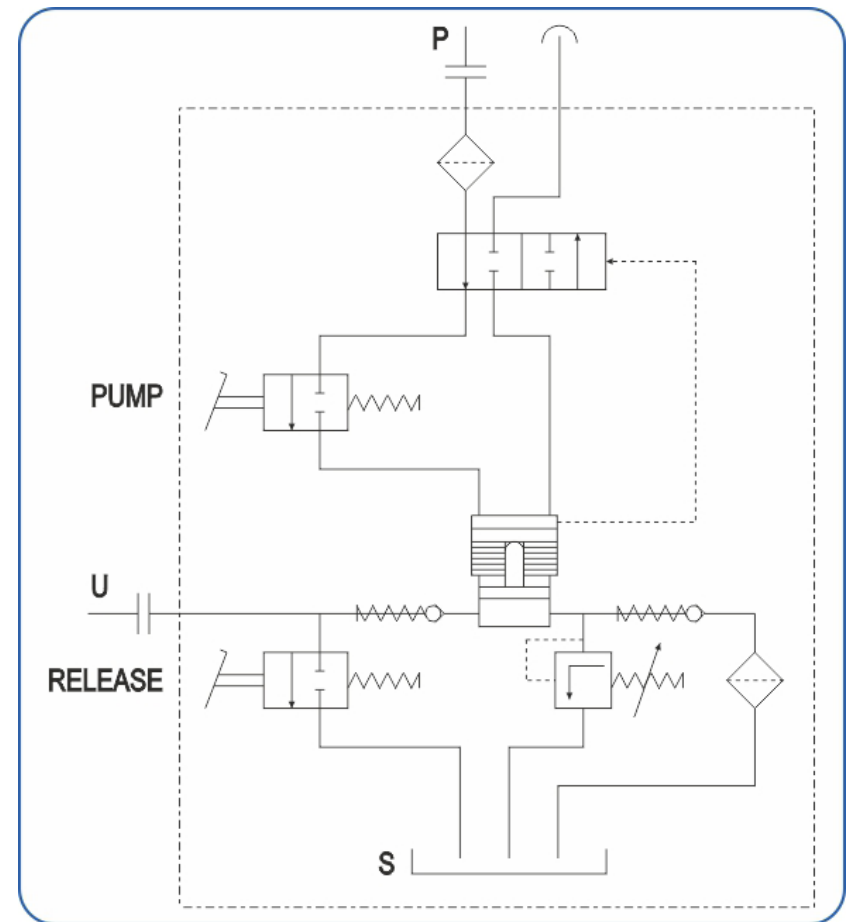


MAIN APPLICATIONS:

The UPF pump, as well as all BELL pumps, can be applied in all those hydraulic applications which require high pressure and/or where the oil flow must be controlled to grant the maximum precision during the operations.

For hydraulic system and/or applications which require high capacity of oil, the UPF pump can be equipped with a steel tank of 5, 7, 10 or 20 liters.

The decision to make bigger tanks in steel instead of the same material of the standard tank was due to avoid completely any risk of oil leaking between the reservoir and the cover during a quick return of the cylinder with high volume of oil.



HYDRAULIC IN-LINE FILTERS

BELL In-Line filters grant guarantee a high protection to the most delicate components of a hydraulic system. Placed into the branch in pressure they can hold the particles sucked or produced by the pump up to a size of 10 microns.



These filters are normally applied in addition to the traditional ones in suction or release, as a last chance of protection before entering directional valves, flow setting valves and all the other components which require a high grade of absolute filtration.

The body can be made of treated aluminum, to obtain a minimum size and weight, or stainless steel, to obtain, at the same size, a greater resistance to potentially corrosive substances.

The filtering element is made of sintered bronze in a conic shape to resist to the high pressures without collapsing.

HYDRAULIC “T”-FILTERS (90°)

BELL “T”-Filter has the same features of the IN-LINE Filters with the advantage that the filtering element which can be removed for the maintenance without disconnecting the hoses of the system by removing easily the respective cap of the filter itself.

In-Line & T filters *(for high and very high pressure)*



MAIN TECHNICAL FEATURES:

- Oil flow up to 100 l/min.
- Maximum working pressure: 350, 500 or 700 bar
- Treated aluminum, INOX or galvanized steel body
- Sintered bronze filter element
- Standard and Viton seals for mineral oils, emulsions and synthetic fluids
- Compact and lightweight

MAIN APPLICATIONS:

Agricultural and construction machines, industrial vehicles/trucks, irrigation systems, transport, fixed installations, oil hydraulic systems and other (INOX)



MAIN CYLINDER TYPES:

- Single acting
- Double acting
- Plunger
- Double rod (steering)

MAIN TECHNICAL FEATURES:

- Bores up to 60 mm
- Strokes up to 500 mm
- Working pressures up to 300 bar





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Thank you for your kind attention