



BELL SRL
THE COMPANY



The History

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

In the very beginning the hydraulic log splitter was developed inside the Ognibene company and later improved and industrialized in BELL.

This product has been an innovation in the European market for decades.

The new BELL company grows into a market leader by further developing hydraulic log splitters along with many other related products such as a full range of petrol brushcutters and a lightweight chainsaw suitable for pruning.

In 2000 BELL – proud of a consolidate know-how in the hydraulics and in the aim of diversifying on different markets by introducing new hydraulic products - starts focusing on the Automotive market by developing a full range of specific products such as the air-hydraulic pumps for car/motorcycle lifters and many other fields of application.

As well as a wide range of in-line hydraulic filters also called "last-chance" filters which are crucial to prevent the most delicate parts of any hydraulic systems from being damaged by dirt and other debris which might be present in the hydraulic fluid.

Chronology

1984 Foundation

1994 New HQ facility at 5, F. De Pisis - 42124 Reggio Emilia.

1996 Development and market launch of Woody, the most compact, electric log splitter with integrated pump, motor and cylinder ever seen on the market. The very first concept of a log splitter suitable for being sold through the large retail chains all over the World.

2001 Acquisition of the "Hydraulic Pumps and Inline Filters" line of business. BELL begins to diversify its products in the market and focuses on the Automotive market.

2002 Market introduction of double-acting UPM model air-hydraulic pumps with 4/3 lever-operated distributor valve and UPR with pneumatic remote control.

2003 Expanded filter range in line with the design and implementation of the T (90°) version.

2005 Development of a full range of manual hydraulic pumps for truck cab tipping systems.

Market introduction of HP pneumohydraulic pump with pneumatic remote control

Design, manufacture and market introduction of HFP Series manual hydraulic pumps

2007 Introduction of priority valves and suspension blocks - UP Series air-hydraulic pumps with aluminum alternative components for use in potentially explosive environments (Atex)



2008 Development of the production line of hydraulic steering cylinders for the agricultural and earthmoving industry, tractors, front-end loaders, and power steering valves.

2010 Design and manufacture of pneumohydraulic pumps of the UP and HP Series capable of reaching 1,000bar operating pressure.

2011 Design and implementation of UP Series pneumohydraulic pump model UPRO complete with pneumatic control with emergency button, specifically for housing inside a lifting jack in the vehicle repair shop sector.

2013 Design and manufacture of UP Series pumps specifically for use with water - introduction to the thermal hydraulics market.

2014 30th Anniversary.

2015/2017 BELL continues to develop new products by further expanding the range of hydraulic pumps and improving the range of hydraulic log splitters.

Introducing UP Series model UPRD double-acting air-hydraulic pumps with 2- and 3-button remote pneumatic control for the body shop industry.

Design and manufacture of 500 and 700 Series in-line filters capable of filtering impurities at high pressures (up to 700bar)

2018 BELL's establishment in the Automotive sector continues with the development of the E-CAB cabin tilting system integrated electric pump and hydraulic cylinder for the aftermarket sector.

Introducing the UP Series air-hydraulic pump model UPHC for simultaneous driving of up to five actuators with a single device.

2019 Introduction ultra-portable lithium-ion battery-powered electrohydraulic pump for field hydraulic applications.



2020-2021 Covid-19

Design and realization of electrohydraulic power unit Series EDP model EDPH-DE double-acting with manual lever distributor valve for high pressures up to 700bar.

2022-2023 Design and development of electrohydraulic power unit Series EDP model EDPH-SE single-acting with electric remote control for high pressures up to 700bar.

Design and development of EDP Series electrohydraulic power unit with gear pump for low pressures up to 250bar.



Our Vision

BELL SRL is a manufacturing company focused in hydraulics, well established and known in the agricultural/forestry market thanks to a wide range of hydraulic log splitters and in the Automotive market with a complete range of hydraulic pumps and filters.

In addition, a number of new products have been introduced on the market in the recent years, such as a range of hydraulic actuators for earthmovers and tractors and the tilting cab systems for the aftermarket truck lines.

Customer focus, which has always been the most important point of BELL's policy, places today BELL on top of the market for Quality and Customer Satisfaction.

BELL Management and all its staff strive daily to achieve the best score in development process required to implement the Company procedures in the aim of ensuring a proper Company organization and a lean production (Lean concept).



Our Mission

Our mission is to achieve the full Customer's satisfaction by involving all the Staff in a constant growth and in respect of all parties playing together to expand the market shares, in a healthy and safe business environment.

Accident prevention, cooperation, team projects, Quality assurance, ... there are just some of the issues covered in BELL Corporate Policy.

Our guidelines are:

- Teamwork in every aspect of our organization
- Continuous improvement at every stage of our business
- Prevention
- Mutual trust at every level

Our Values

In BELL, people work for:

- Passion
- Integrity
- Quality
- Commitment
- Innovation
- Customer's satisfaction





Our Quality and Commitment

Management system:

BELL Management is aware that the market shows continuous demands in terms of product features, performance and safety, other than an extreme attention to Customer needs and a constant selling prices check.

So it's extremely important to provide precise and concrete answers to all such requirements for being competitive and succesful.

BELL SRL has started to apply the Lean strategies to reorganize its production site, office departments and management. These strategies are based on the concept that the achievement of business goals should be pursued through excellent processes and with a minimal waste of resources, ensuring therefore a cost reduction and increasing opportunities in the market.

BELL Management is committed to promoting the understanding and the share of its Company Policy by making it visible and understandable to all employees directly and indirectly involved.

Major Market Shares (Global Market)



The corporate structure: BELL SRL

- Located in Reggio Emilia - Italy, in the Industrial Park of Mancasale (RE)
- Founded in 1984
- Number of employees: 20
- Plant extension: 3.000 sq. Mt.



BELL SRL currently works on the **Webgate Sirio** management system

HEADQUARTER



- Production site of hydraulic log splitters, pumps, electric power units, filters and cylinders.
- Product engineering headquarter
- Logistics and shipping department
- Research & Development Department
- Graphics department
- Quality Department