



# BELL SRL

## THE COMPANY

## History

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BELL was founded in 1984 in Reggio Emilia as a spin-off of OGNIBENE SPA - today OGNIBENE POWER SPA - with the aim of projecting and developing new products for the Forestry, Agricultural and Gardening Sectors.

As a matter of fact, the hydraulic log splitter had initially been developed a few years earlier in Ognibene facility and thereafter industrialised in BELL.

This product has been an innovation on the European market for many years.

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 brush cutters and a lightweight chainsaw suitable for pruning.

In 2000, with the aim of diversifying its products while remaining focused in hydraulics, BELL starts introducing in the Automotive and Industrial Markets a complete range of dedicated products such as the air-hydraulic pumps for car/motorcycle lifts and for many other applications.

In addition to a wide range of in-line hydraulic filters also called “last-chance” filters essential to prevent delicate hydraulic parts from being damaged by dirt and other debris present in the hydraulic fluids.

## Chronology

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1984 Year of Foundation.

1994 New plant for the headquarter located in via F. De Pisis, 5 - Reggio Emilia (RE) - Italy

1996 Development and market launch of Woody, the first compact and electric log splitter with integrated pump, motor and cylinder. The very first concept of a log splitter ideal for being sold through large distribution chains.

2001 Acquisition of the “Hydraulic Pumps and Inline Filters” business unit. BELL begins to diversify its products on the market and focuses on the Automotive market.

2002 Market introduction of the UPM model pneumatic pumps of the UP Series with double-acting 4/3 lever distributor valve and UPR with pneumatic control for remote operation.

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

2005 Development of a complete range of manual hydraulic pumps for emergency cabin tilt systems in the Industrial Vehicle sector.

Market introduction of the HP-REMOTE pneumatic pump of the HP Series with remote pneumatic control, in correlation with the UPR model of the UP Series.

Design, manufacturing and market introduction of the HFP Series manual hydraulic pumps.

2007 Introduction of priority valves and suspension blocks – UP Series air-hydraulic pumps with alternative components to aluminum for use in potentially hazardous environments (ATEX).

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

2010 Design and manufacturing of UP and HP Series pneumatic pumps at very high pressure capable of reaching 1,000 bar of working pressure.

2011 Design and construction of UPRO model pneumatic pump from the UP Series complete with control with emergency stop button, specifically designed to be housed inside a lifting jack in the vehicle repair shop sector.

2013 Design and construction of specific hydropneumatic pumps for use with H<sub>2</sub>O water in the thermo-hydraulic sector.

2014 30° Anniversary of the Foundation.

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

Introduction of UPRD model UP Series double acting pneumatic pumps with 2 or 3 button remote pneumatic control (safety) for the Bodywork Sector.

Design and manufacturing of 500 and 700 Series in-line filters capable of filtering impurities at high pressures up to 700 bar.

2018 BELL reinforces its presence in the Industrial Vehicle aftermarket sector with the development of the E-CAB truck cabin emergency tipping system: an integrated system in which an electric pump and a hydraulic cylinder are combined in a single, compact system.

Introduction of the UP Series UPHC pneumatic pump capable of simultaneously driving up to five actuators with a single device.

2019 Introducing a single-acting, ultra-portable BDP Series model BDP700SE electro-hydraulic power unit with a 14.4V-4Ah lithium-ion battery for open field hydraulic applications without the need for any external power source for operation. Introduction of BELL into the Electricity Market.

2020-2021 Covid-19

During the restriction phase due to the Virus, BELL designs and manufactures an electro-hydraulic power unit model EDPH-DE of the new EDP Series with double effect with manual lever distributor valve for high pressures up to 700 bar.

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

Design and development of electro-hydraulic power units EDPL models of the EDP Series with gear pump for low pressures up to 250 bar, for single and double effect. Similar to the high pressure ones but with a constant flow rate (l/min) along the entire delivery curve.

2024 40° Anniversary of the Foundation

2025 Design and prototyping of a new version of the battery-powered electro-hydraulic power unit model BDP700SE-N for better performance in terms of performance and a more competitive price on the market.

Added to this is the double-acting BDP700DE-N model for a greater number of applications in which this type of actuator is also used.

The new 18V-6Ah battery promises an increase in flow rate (l/min) due to a higher number of revolutions of the electric motor and a longer duration in terms of usage time.

The testing phase begins on the pre-series of new BDP control units for a “Time To Market” launch.

## Our Vision

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BELL SRL is a manufacturing company specialized in hydraulics, well focused on the Agricultural/Forestry Market with its range of hydraulic log splitters and on the Automotive and Industrial Markets with its hydraulic, oleopneumatic pumps and electric control units, in addition to in-line and 90° filters for high and very high pressure.

In addition, several new products have been introduced over the years, including loading and steering actuators for earthmoving and tractors and cab tilt systems for the Industrial Vehicles aftermarket.

Attention to the Customer, always a central and priority objective, places BELL SRL at the top of the market for Quality and Customer Satisfaction.

The Management and all the Staff are committed every day to pursuing the objective of obtaining the best from the development of all the procedures aimed at the Continuous Improvement of the processes of a correct company Organization and of a "lean" and effective production in Lean terms.

## Our Mission

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The company mission is to achieve full customer satisfaction by involving all its staff in internal growth and respecting all the parties that play together to expand market shares in a healthy and safe corporate environment.

Accident prevention, cooperation, team projects, Quality system are just some of the profound issues addressed in the BELL SRL Company Policy.

Our guidelines are:

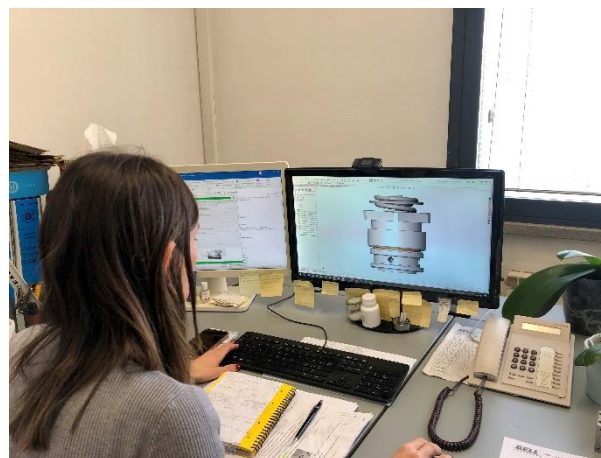
- Teamwork
- Continuous improvement
- Prevention
- Mutual trust

## Our Values

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At BELL people work for:

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



## Our Quality and Commitment

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Management system:

The Management is aware that the market shows continuous demands in terms of product features, performance and safety, extreme attention to customer needs and control of sales prices.

It is important to provide precise and concrete answers to these needs, as they represent the necessary conditions for being successful.

To achieve this goal, BELL SRL has started a production reorganization project according to Lean production strategies. These strategies are based on the concept that the achievement of business objectives must be pursued through excellent processes and with minimal waste of resources, ensuring a reduction in costs and increasing opportunities in the market.

The Management is committed to promoting the understanding and dissemination of the Company Policy by making it visible and understandable to all personnel directly and indirectly involved.

## Major Market Shares (Global Market)

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## The company structure: BELL SRL

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- Located in Reggio Emilia (Italy) in the Mancasale Industrial Park (RE)
- Founded in 1984
- Number of employees: 20
- Plant extension: 3,000m2



- Production: log splitters, hydraulic pumps, electric control units, in-line filters, hydraulic cylinders
- Product engineering
- Logistics and shipping
- Research & Development - Graphic office
- Quality department
- Sirio Webgate management system