

Running Green and Strong

Bell Power Systems invests in buildings and technologies aimed at energy conservation and emissions compliance

Business seems to only grow greener at Bell Power Systems. We're not just talking about the company's allegiance to the John Deere engine product line or its continuous growth in engine sales. What's also being described here is the company's resounding commitment to energy conservation and environmental stewardship.

Step onto the grounds of this John Deere engine distributorship and these commitments become quickly apparent. Just last year, the company invested in a new 40,000-square-foot engine facility designed to take this family-owned business through its 42nd year and deep into the 21st century. From the Solar Array panels spreading across the rooftop to the motion-detection lighting system that conserves the energy within, conservation is a resonating theme throughout the building.

This forward thinking isn't confined just to a state-of-the-art structure with its 11

crane-mounted production cells and six-tier warehouse racks stocked with diesel engines. Within the walls of Bell Power is the company's most valuable asset: a 52-member workforce, 15 of whom have 30-plus years working at Bell Power serving the diesel engine industry. Arnold Bell founded the company in 1967, and when asked about his greatest accomplishment over the years, he responds simply and humbly, "the collection of people working here."

Workstations inside the new Bell Power facility feature lift cranes and 35-foot ceilings to accommodate large equipment.

The energy and enthusiasm of the Bell family and its employees helped launch this company and made it a premier distributor of diesel engines in a 12-state North Atlantic region. The company also manages a group of 23 marine sales-and-service dealers along with 32 OEM service dealers who cater to the ever-expanding OEM and end-user customer base.



Marty Bell serves as president of Bell Power Systems.



Solar Array panels grace the roof of the Bell Power Systems distributorship.



Bell Power Systems shines as a value-added wholesale distributor of John Deere industrial and marine engines and Funk hydraulic products. The company's employees possess decades of engineering expertise in building custom engine and powertrain packages for a wide variety of OEM and marine engine applications.

Arnold's son, Marty, now serves as Bell Power's president. He says the company's recent investment in new facilities and technologies make Bell Power more efficient than ever as it prepares for upcoming Tier 4 emissions technologies. "So much of what we've done recently prepares us for future emissions standards," he says, "because emissions is now so central to our product."

The new facilities will also add efficiency to the company's ever-growing repower business. Just recently, John Deere selected Bell Power to take the lead in a progressive engine-repower program called Tier Up. The program is aimed at bringing older equipment into compliance with current emissions regulations with the development of repower kits that will be sold through the John Deere construction and forestry dealer network.

"You can't take an engine and just stick it into a piece of equipment anymore," explains Marty. "Repowers require a whole new level of engineering because they often involve new cooling packages, instrumentation, piping, and brackets, as well as modified intake and exhaust configurations," he continues. "We need to design the engine and auxiliary components so that they physically fit a machine. There's a lot that goes into interfacing the old with the new, and depending on the project, it can be pretty extensive."

Fortunately for its dealers and OEM customers, Bell Power is prepared, willing, and equipped to do the job — and do it right from the start. "Providing comprehensive value-added service is key," says Marty. "It requires clearly understanding the technology and how to apply it."

And fortunately for future generations to come, Marty and his employees will put those technologies to work and make tomorrow's world a better place to live. "We have kids, and our employees have kids," says Marty, "and it's our job to hand them something better."