



Tried, tested, trusted: Elliotts Ltd. stays loyal to Yanmar's V120

Elliotts (Cheltenham) Ltd invests in its sixth Yanmar's V120 Wheel Loader to power daily operations, backed by support from dealer Johnston Plant Sales.

Elliotts (Cheltenham) Ltd. (Elliotts) has recently invested in its sixth Yanmar V120 wheel loader – continuing a long-standing replacement cycle that ensures reliability at one of the region's most established names in aggregate supply, waste management and skip hire. Supplied by authorised dealer Johnston Plant Sales, the machine is already hard at work at the company's Bishop's Cleeve site.

A heritage built on hard work and reliability

Founded over a century ago, Elliotts began life long before the era of diesel engines – when sand and gravel were delivered by horse and cart. Now in its fourth generation of family ownership, the company continues to serve the local community with the same values it was built on: reliability, consistency, and a strong customer focus. Today, Director Nick Elliott runs the business alongside his wife and brother, operating from the company's long-standing base in Bishop's Cleeve.

While the machinery may be modern, the company's principles are proudly traditional. "We're still rooted in family, reputation, and repeat business," says Nick. "Our customers – some of whom we've worked with for decades – keep coming back because they trust us to do the job properly. That means keeping our standards high and our equipment reliable."

A compact powerhouse

The most recent addition to the fleet is a new Yanmar V120 wheel loader, supplied by trusted dealer Johnston Plant Sales. It's the sixth machine of its kind to join the business and is already hard at work in the company's aggregate yard. From loading bulk tippers and transit vans, to feeding the bagging plant and shifting materials across the site, the V120 operates near constantly throughout the day.

"We've looked at other machines, but nothing matches the V120 in terms of size, strength and dependability", says Nick. It's compact enough to work safely in confined spaces, but powerful enough to load 32-tonne eight-wheelers without breaking a sweat."

The Yanmar V120 features a powerful hydraulic system, parallel kinematics for smooth load control, and a tipping load of around 5,000kg. For Nick, power, comfort and visibility are standout features. "It's well-built, comfortable for long shifts, and offers great all-round vision. We replace ours every few years to keep downtime to a minimum – but we've had virtually no issues with them. That's why we keep coming back."

Built for daily demands

Elliotts serves a wide range of customers within a 20-mile radius of Cheltenham. From supplying small volumes of decorative stone to homeowners, to providing hundreds of tonnes of material to large-scale building sites, the business is built around consistency and



versatility. Regular services include skip hire, earth moving, waste removal and recycled aggregate supply. And while each job may vary in scale, every customer receives the same dependable service.

“Some of our best days are the busiest ones,” explains Nick. “The phone rings all day. One minute we’re helping a local builder with a small load of ballast, the next we’re delivering 300 tonnes of sub-base to a housing development. Our kit has to handle that kind of range without missing a beat.”

Trusted support from Johnston Plant Sales

The latest V120 was supplied by Johnston Plant – Nick’s first time working with the Wolverhampton-based Yanmar dealer. “I found them online after our previous dealer closed. Richard Johnston was really responsive and easy to deal with. We already knew the machine we wanted; he made sure it arrived on time, and we’ll be relying on them for servicing too.”

With customer demand showing no signs of slowing, Elliotts (Cheltenham) Ltd is focused on delivering the same high standard of service that’s defined its century in business. Nick sees the V120 as a non-negotiable part of the operation: “It’s central to how we work,” he says. “We don’t take chances with it – and with Yanmar, we’ve never had to.”