

ROKBAK

PRESS RELEASE

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Rokbak and Sleator Plant bring hauling power to Balmoral Show 2025

Rokbak's robust and reliable articulated haulers took centre stage at this year's Balmoral Show, as the Scottish manufacturer and its official dealer for Northern Ireland and the Republic of Ireland, Sleator Plant, once again celebrated their growing partnership and commitment to supporting the region's construction and quarrying sectors.



Rokbak and Sleator Plant exhibited a RA30 articulated hauler at the Balmoral Show.

The [Balmoral Show](#), Northern Ireland's largest agricultural and machinery event, proved the perfect platform to reaffirm [Rokbak's](#) strategic alliance with heavy machinery specialist [Sleator Plant](#).

Between May 14 – 17, the 156th version of the event welcomed thousands of attendees from across the industrial spectrum, many of whom gathered to see a

Rokbak [RA30](#) articulated dump truck (ADT) up close and discuss opportunities in the Irish construction and infrastructure markets.

A powerful partnership

Sleator Plant has been Rokbak's official dealer in Northern Ireland for over a decade, and [has now expanded its coverage](#) to include the Republic of Ireland. The collaboration has since been instrumental in meeting demand for Rokbak's RA30 and [RA40](#) articulated haulers, which have a growing customer base in both established and emerging markets across the globe.

At the Balmoral Show, the OEM and dealer pair presented the RA30 articulated hauler, highlighting its powerful performance, fuel efficiency and durability in tough terrains – key features for customers in Ireland's demanding applications, from quarries and road building to construction and major civil engineering projects.

"We're thrilled with the reception we received at Balmoral this year," says Rokbak customer support manager Garry Moore. "The show gave us an excellent opportunity to connect with existing and prospective customers and further strengthen our valued relationship with Sleator Plant. Their commitment to delivering customer support and their understanding of the local market has played a pivotal role in Rokbak's growth across Ireland."

Trusted support across Ireland

A member of the [Ballyvesey Holdings](#) group, Sleator Plant has earned a strong reputation for aftersales excellence, technical knowledge and customer-first service. With bases in Newtownabbey, just outside Belfast, and in Dublin and a robust network of mobile service engineers, Sleator Plant provides quick-response support to Rokbak customers across Ireland.

"Partnering with Rokbak has been a natural fit," says Sleator Plant managing director Jonathan Campbell. "We're aligned in our focus on quality, reliability and long-term customer relationships. Rokbak haulers have proven to be highly effective for our customers, and we're seeing a lot of interest, particularly in sectors such as quarrying and construction where reliable, high-capacity hauling is essential."

The Balmoral Show allowed Sleator Plant to meet customers from across the Emerald Isle face-to-face and demonstrate its knowledge and product expertise. With Rokbak's RA30 on display, visitors could see the truck's robust design, user-friendly controls, ergonomically designed cab and advanced safety and Haul Track telematics systems up close – elements which further validated its suitability for Irish terrains and job sites.

Irish market demands haulers

Both Northern Ireland and the Republic of Ireland continue to experience significant investment in infrastructure, housing and renewable energy projects, creating strong demand for reliable, high-performance machinery. Rokbak's articulated haulers have

been well received in the region, with customers praising their fuel efficiency, durability and low total cost of ownership.

The RA30, with its 28-tonne payload, is particularly well-suited for smaller job sites and challenging terrain, while the larger RA40, with its 38-tonne capacity, delivers productivity in large-scale quarry and earthmoving operations. Both haulers are built at Rokbak's facility in Motherwell, Scotland, where manufacturing excellence and customer feedback drive continual improvement.

"Having Rokbak haulers in the Irish market is a game-changer," adds Jonathan. "We need equipment that can perform reliably in wet, uneven and often remote conditions – and the RA30 and RA40 tick all the boxes."

A platform for future growth

As demand continues to rise, Rokbak and Sleator Plant are investing in continued customer support and awareness-building across Ireland. Rokbak's presence at the Balmoral Show underscores the brand's commitment to working with regional dealers who know their customers and can provide boots-on-the-ground support.

"Having a dependable local partner like Sleator Plant means that we're not just selling machines – we're building long-term relationships and helping customers succeed," said Garry. "Together, we're excited to keep growing in Northern Ireland and the Republic of Ireland and ensuring our haulers deliver value, performance and uptime for years to come."

For more information, please visit the [Rokbak](#) or [Sleator Plant](#) websites.

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CONTACT:

Jacqueline Reid

Rokbak

Tel: int +44 (0) 7736117456

Email: press@rokbak.com

Jack Porter

SE10

Tel: int +44 (0) 7794578947

Email: jack.porter@se10.com

ABOUT ROKBAK

Rokbak is a manufacturer of off-highway articulated haulers that are used in mining, quarrying, and construction applications around the world. A member of the Volvo Group and headquartered in Motherwell, Scotland, UK, Rokbak has two models of articulated haulers, with payloads ranging from 28 to 38 tonnes (30.9 to 41.9 US tons).

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