

GB Equipment Solutions Receives JCB's Best Parts Sales Performance Award in the Middle East 2025

JCB awarded GB Equipment Solutions for outstanding parts sales performance, exceptional aftersales support, and maximizing customer uptime across the UAE.



Dubai, United Arab Emirates Sep 11, 2026 ([Issuewire.com](https://www.issuewire.com)) - [GB Equipment Solutions](#), the official dealer of JCB in the United Arab Emirates, has been recognized with the prestigious [Best Parts Sales Performance in the Middle East Award 2025](#) during the **JCB Aftersales Regional Dealer Conference**, held in the United Kingdom.

The award highlights GB Equipment Solutions' outstanding achievements in parts sales performance across the region and reflects the company's dedication to providing customers with reliable support and industry-leading aftermarket services.

The award was presented to **Adel Saleh, Parts Sales Manager at GB Equipment Solutions**, in recognition of the company's exceptional contribution to delivering genuine JCB parts and maintaining high standards of customer service.

Commenting on the achievement, GB Equipment Solutions emphasized that the recognition reinforces its ongoing commitment to ensuring the availability of genuine JCB parts, supporting customers with responsive and efficient service, and maximizing equipment uptime across a wide range of industries.

"We are honored to receive this recognition from JCB," said Adel Saleh. "This award reflects the hard work and dedication of our entire team, who continuously strive to provide our customers with the highest levels of support and parts availability. Our focus remains on helping customers keep their operations running efficiently through reliable access to genuine JCB parts and aftersales excellence."

The recognition further strengthens GB Equipment Solutions' position as a trusted partner for JCB customers throughout the UAE, where equipment reliability and operational efficiency are critical to success in the construction, infrastructure, industrial, and logistics sectors.

By maintaining strong inventory levels, offering expert technical support, and prioritizing customer satisfaction, GB Equipment Solutions continues to play a vital role in enhancing machine performance and reducing downtime for JCB equipment owners.

This latest accolade from JCB underscores the company's commitment to aftersales excellence and its continued efforts to deliver exceptional value and support to customers across the UAE.

About GB Equipment Solutions

GB Equipment Solutions is the official JCB dealer in the UAE, providing a comprehensive range of construction and industrial equipment, Man lifts, Engines and power generators, genuine spare parts, maintenance services, and aftersales support. The company is committed to helping customers achieve maximum productivity and operational efficiency through world-class equipment solutions and customer service excellence.



Media Contact

Galadari Equipment Solutions

*****@galadaribrothers.com

<https://www.galadariequip.com/>

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