

INTERNATIONAL

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# rental

NEWS

A KHL Group Publication

Volume 15 Issue 2 March 2015

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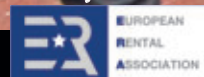


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Official magazine of the ERA



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## Spring momentum

**W**elcome to the March issue of *IRN* - this issue is packed with news and commentary from the global rental sector, all of which builds up to reflect a sense of momentum in the industry as the new year gets underway.

Indeed, our lead interview with Byrne Equipment Rental chief operating officer Patrick Fallon sheds some light on the fast-paced rental market in the Middle East, and looks at how the company is targeting growth in the region's fledgling hire industries for the coming year.

It was interesting for me to hear Mr Fallon's thoughts on diversifying the company's fleet - he said 2014 had been a year of growth and change for the company, with many of its country teams relocating into much larger operational facilities around the region, and 2015 would see the company not only replace existing equipment, but also increase its fleet size by investing in new products and services.

Significantly, the company has already started introducing heavy plant equipment and cranes along with blast resistant buildings and other industry specific products to better serve the oil and gas sector, he explained.

Diversifying like this certainly makes sense in such an oil and gas-rich region, but is also typical of a long-standing trend in the rental industry that has seen companies broaden their reach beyond core construction.

Also definitely worth a look in this issue is our report on Ramirent and Zeppelin's bid to serve one of Europe's largest infrastructure projects, the Fehmarnbelt Fixed Link. This is diversification of a different order - two rival companies forming a joint venture partnership that will help them achieve cross-border collaboration.

The innovative deal would see the companies share services and the knowledge of the labour markets and business practices in both countries. It is a truly dynamic way of bidding for a large contract like this, and it will certainly be interesting to see what the outcome is and to follow this project as it progresses.

As some of you may know, this will be my last issue of *IRN* for some time as I am about to start maternity leave. Murray Pollok (murray.pollok@khl.com) will remain managing editor of the magazine, and an experienced business-to-business editor called Steve Ducker will be taking over the day-to-day running as editor while I am away.

We aim for a seamless transition, and e-mails sent to my address (helen.wright@khl.com) will automatically be forwarded to Steve, who will also take on my phone numbers - both office (+44 (0)1892 786209) and mobile (+44 (0)7850313752) - until I'm back in the office.

Enjoy the issue!

**Helen Wright**

Editor, *International Rental News*

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Printed by:  
Warners Midlands PLC, UK



ISSN No: 1749-5040 (Print)  
ISSN No: 1749-5059 (e-mail)  
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■ See page 8 for more on [khl.com](http://khl.com).

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The triennial Intermat construction equipment exhibition in Paris is just around the corner, and there will be plenty for rental buyers to see.

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Ramirent and Zeppelin - have established a joint venture hoping to win the contract to serve one of Europe's largest infrastructure projects, the Fehmarnbelt Fixed Link. The companies told IRN why this partnership is so significant.

**...outside**

The Intermat construction equipment exhibition takes place in April. Turn to page 17 for our full show guide.





## DIARY DATES

2015

## IAPA AWARDS 2015

26 March, 2015  
Washington DC, US  
www.iapa-summit.info

## INTERMAT

20-25 April, 2015  
Paris, France  
www.intermatconstruction.com

## HRIA CONVENTION

28-30 April, 2015  
Adelaide, Australia  
www.hireandrental.com.au

## PLANTWORX 2015

2-4 June, 2015  
Bruntingthorpe, UK  
www.coneq.org.uk

## ERA CONVENTION

3-4 June, 2015  
Rome, Italy  
www.erarental.org

## ERA AWARDS

3 June, 2015  
Rome, Italy  
www.khl.com/rentalawards

## LIFT &amp; MOVE USA

16-17 June, 2015  
Chicago, US  
www.liftandmoveusa.com

## INTERNATIONAL RENTAL CONFERENCE (IRC)

21 September, 2015  
Beijing, China  
www.khl.com/irc

## ICEF

2-3 November, 2015  
Amsterdam, Netherlands  
www.khl.com/icef

## WORLD CRANE AND TRANSPORT SUMMIT

4-5 November, 2015  
Amsterdam, Netherlands  
www.khl.com/wcts

## WORLD DEMOLITION SUMMIT

6 November, 2015  
Amsterdam, NL  
www.demolitionsummit.com

## EXCON 2015

2-6 December, 2015  
Bangalore, India  
www.excon.in

2016

## World of Concrete

2-5 February, 2016  
Las Vegas, US  
www.worldofconcrete.com

# Rental Equipment Investment Corp launched

A new US rental company established by former Neff Corp CEO Kevin Fitzgerald has made its first acquisition and outlined its growth strategy in this busy market.

Speaking to *IRN*, Mr Fitzgerald - who was CEO of US rental company Neff Corp between 1995 and 2000 - said his new venture, Rental Equipment Investment Corp, was a holding company set up in late 2014 with the purpose of getting into the rental business.

"The idea was to look at smaller rental markets that we feel would be a good entry points for us and to grow to a good-sized rental company in the US, establishing a cluster of stores and growing organically, ultimately adding more territories over a number of years" Mr Fitzgerald, who is CEO of Rental Equipment Investment Corp, said.

And the company has already made its first acquisition - moving to purchase Midway Rental & Power Equipment, based in Montana, at the start of the year. This company



Kevin Fitzgerald

has four branches in Montana and provides a range of industrial and construction equipment for rent and sale.

Rental Equipment Investment Corp is backed by a range of investors from both within and outside the US, but Mr Fitzgerald was keeping tight lipped on the exact details. He said more information would be available later in the year.

"We plan further deals in 2015," Mr Fitzgerald said. "In fact we're in the middle of something now, so watch this space. Our strategy is to grow through acquisitions and greenfields; we are looking to stand out on a local basis."

## BlueLine to acquire Trico Equipment

US rental company BlueLine has expanded its aerial lift fleet and strengthened its presence in the Mid-Atlantic region and Texas with a deal to acquire Trico Equipment.

Trico is a rental company specialised in aerial lift equipment with locations in New Jersey, Pennsylvania, Maryland and Texas.

BlueLine Rental CEO Phil Hobson said, "Trico is a very complementary business for BlueLine that will strengthen our aerial fleet mix and capabilities, provide access to a valuable new customer base in key regions, and position us well for future growth.

"Our businesses are a good fit culturally as well, with a shared commitment to quality service and a determination to deliver on behalf of our customers. The combination brings many talented people together on the BlueLine team."

Mr Hobson added that the Trico senior management team was expected to stay on with BlueLine

in management roles following the closing of the transaction.

Formerly known as Volvo Rents, BlueLine is owned by private equity company Platinum Equity, which acquired the business in January 2014 from Volvo.

Pictured at the UK's Executive Hire Show just weeks into his new role was Adrian Murphy, CEO of Hewden (on the right of the picture), accompanied by the company's sales and marketing director Jeff Schofield. Mr Murphy told *IRN* that the key question for Hewden is "where do we play, in which sectors?" He said he would be reviewing the sector and product mix at the company, with possible additions and disposals; "You can reshape it relatively quickly." He pointed out that Hewden had a history and presence in certain sectors, such as cranes and industrial projects - with onsite locations and plant shutdowns - and that there was a need was to remind its customers of that. On current market conditions he said; "Things are going well...we're growing."

## HIGHLIGHTS

■ French rental company Kiloutou has entered the modular building rental market with the acquisition of Akmo. Located in Villeneuve-le-Roi in Paris, Akmo has a rental fleet of over 2000 modular building items. Clients include craftsmen, SMEs and large national accounts. Kiloutou said current Akmo president Gilles Soreau would retain management of the company together with his team.

■ UK-based supplier and manufacturer of construction equipment Morris Site Machinery has appointed a new distributor for lighting towers in Australia and New Zealand - AllightSykes. AllightSykes had been awarded distributorship of its SMC lighting tower range across Australia and New Zealand.

■ The global skid-steer loader market is forecast to grow 10.4% between 2014 and 2019, according to research company Reportstack. In its latest report, Global Skid-steer Loader Market 2015-2019, Reportstack said the growth of the equipment rental business was one of the major trends emerging in the market. "The high prices of earthmoving equipment have led to vendors providing equipment on a rental basis, making it cost-effective for customers," it said.

■ UK-based contractor Trenchless Solutions has established its own rental company for guided auger boring machines. The new company - Trenchless Plant Hire - was set up on the back of its acquisition of the Perforator (Sheffield) guided auger boring plant and equipment inventory. Trenchless Solutions said it now owned and operates ten guided auger boring machines of various sizes.





# US rental industry expected to grow 8.1% in 2015

The American Rental Association (ARA) said it expected the US equipment rental industry to grow 8.1% in 2015, reaching a value of US\$38.5 billion (€33 billion).

The latest forecast represents a trimmed outlook compared to the

association's previous forecast of 9.2% growth this year, which itself was revised from an initial outlook of 10.5% growth.

The ARA Rental Market Monitor data said construction and industrial revenues in the US were now forecast to increase 8.5% in 2015 to US\$26 billion (€22 billion), with general tool revenues projected to grow 8.3% to US\$9.9 billion (€8.5 billion), and party and event revenues to show a 4.5% increase to US\$2.7 billion (€2.3 billion).

In Canada, 3.7% growth in 2015 is now expected, according to the ARA Rental Market Monitor, reaching a value of US\$4.1 billion (€3.5 billion).

This was also a downgrade compared to the previous forecast of 5.2% growth this year.

For 2016, Canadian rental growth of 6.3% is now expected to be with nearly US\$4.4 billion (€3.8 billion), compared to the previous outlook of 6.8% growth.

Meanwhile, the ARA Rental Penetration Index revealed that construction and industrial rental penetration - the proportion of the total fleet of construction machines that are owned by equipment rental companies - reached 53.9% last year. This compared to penetration of 52.9% in 2013.

## Bolt-on deals for Cramo

Finnish rental company Cramo made two acquisitions in February, expanding its presence in Sweden and Finland.

It acquired rental company Visby Hyresmaskiner (VHM) in Gotland, Sweden, which produced 2013 revenues of SEK20 million (€2.1 million) and will now convert into a Cramo franchisee, as well as Vuokra-Pekat, a privately-owned construction equipment rental business that operates in southern Finland.

Vuokra-Pekat produced revenues of around €4.8 million in 2014 and employs 20 people across two depots - one in Helsinki and one in Espoo.

The deals came after Cramo reported a tough financial year for 2014, with a 62.3% year-on-year drop in profit for 2014 to €16 million on revenues of €652 million, down 0.8% compared to 2013.

The company said economic conditions in Europe had impacted the result during the year, but improvements were seen in the fourth quarter.

## Speedy reports progress on Middle East withdrawal

UK-headquartered rental company Speedy Hire has said good progress has been made on the accelerated restructuring of its Middle Eastern business and withdrawal from general hire in the region.

Speedy announced it was scaling back its Middle Eastern business in November last year, following accounting regularities which led to a full-year loss for 2013.

In a brief trading update, the company reiterated that it was

winding up its general rental business in the Middle East to stem losses and build value in its remaining oil and gas services division - a business in which it said the mobilisation of major contracts was now all but complete.

"Despite a challenging year in the Middle East, ongoing strong performance of the group in the UK gives the board confidence that results for the full year ending 31 March, 2015, will be in line with its expectations," the company said.

### HIGHLIGHTS

INTERNATIONAL  
**rental**  
CONFERENCE ASIA  
21 September 2015 Beijing



Chris Davies, CEO of HSS Hire

■ More speakers have been confirmed for the International Rental Conference (IRC) Asia, a high-level forum for debate on the fast-growing equipment rental industry in China and wider Asia. The third event, to be held in Beijing on 21 September 2015 (the day before the start of BICES), will feature keynote speaker Chris Davies, CEO of HSS Hire, discussing 'Why I think rental is about customers not products'. Other speakers include Mr Chunyu Zhang, general manager of Shanghai Horizon Equipment & Engineering, and Mr Ni Xinli, chairman and founder of Jiangsu Tongyuan Machinery Sales & Service, a dealer for Liugong that also rents. Organised by KHL and IRN, for more details of the conference, including a full speaker line-up, see [www.khl.com/irc](http://www.khl.com/irc). Readers viewing the tablet edition of the magazine can click on the image in this story to go straight to a video preview of IRC.

## IRN Rental Share Index

COMPANY		SHARE PRICES			
		Start date 11/1/06	Previous mth 14/01/15	Current mth 18/02/15	% change
Acces Industrie (France)	€	0.47	2.10	2.96	+41%
Aggreko (UK)	£	2.75	14.86	16.79	+13%
Ashtead Group (UK/US)	UK£	1.83	10.42	11.11	+6.6%
Boom Logistics (Australia)	A\$	3.70	0.13	0.13	0%
Cramo (Fin)	€	13.0	12.25	14.50	+18%
GAM SA (Spain)	€	8.00	0.23	0.34	+48%
GL events (France)	€	29.96	15.79	17.74	+12%
H&E Equipment	US\$	-	20.64	23.63	+14%
Kanamoto	Yen	-	3140	3020	-3.8%
Lavendon (UK)	UK£	2.20	1.69	1.64	-3%
Mobile Mini (US)	US\$	46.2	38.91	41.65	+7%
Ramirent (Finland)	€	23.43	6.54	7.13	+9%
Speedy Hire (UK)	UK£	8.32	0.77	0.69	-10%
United Rentals (US)	US\$	24.9	85.81	95.03	+11%
<b>IRN INDEX</b>		<b>100.0</b>	<b>285.5</b>	<b>322.2</b>	<b>+13%</b>

**Note:** The index is based on aggregate changes in market values of the companies in the list. The initial index value of 100 is based on values on 11 January 2006.





# News from khl.com

## MANUFACTURERS

■ Terex reported revenues of US\$7.3 billion (€6.4 billion) for 2014, compared to US\$7.04 billion (€6.2 billion) for 2013, while net income from continuing operations stood at US\$259 million (€228 million), up from US\$209 million (€184 million) a year earlier. For 2015, the company forecast reduced full-year net sales of between US\$6.2 billion (€5.5 billion) to US\$6.6 billion (€5.8 billion). It said it expected that currency issues and the disposal of 50% of ASV to Manitex International would lead to a reduction in net sales.

■ Haulotte reported a 20% year-on-year increase in consolidated sales for 2014 to €413 million, with strong growth in most regions. The company said growth was up 33% in the Asia Pacific, up 29% in Europe, and up 28% in North America. The exception was Latin America, where it said growth was down 25% for the year. It added that it expected to report second-half earnings before interest and taxes close to the figure it reported in the first half, although it did not provide figures in its trading update.

■ Pump manufacturer Xylem reported revenues of US\$3.92 billion (€3.46 billion) for 2014, representing a year-on-year organic increase of 3%. Net income stood at US\$337 million (€298 million), compared to US\$228 million (€201 million) in 2013. It forecast full-year 2015 revenues of around US\$3.7 billion (€3.3 billion), a decrease of 5% to 7%, while net income was expected to decline between 1% and 6%. Xylem said foreign exchange translations would hit its 2015 results.

## RENTAL ROUND-UP

■ Co-operative rental association System Lift reported a 12% rise in revenue to €147 million during its 2014 financial year. The company said the year was also marked by fleet expansion, up from 9100 units in 2013 to 9850 units in 2014. "Increased sales were naturally achieved due to this higher number. The excellent utilisation is due to short distances to our customers and our service concept. The constant training of our workers makes for a high level of service," said Mr Mayrhofer, CEO of AVS System Lift.

■ US-based rental company United Rentals - the largest rental company in the world by revenues - pulled in US\$5.69 billion (€5 billion) in revenues for its full year in 2014, a 15% increase over the previous year's figures. Rental revenues stood at US\$4.82 billion (€4.24 billion), also up 15% year-on-year. CEO Michael Kneeland said, "Our full year increases in rates and utilisation helped drive up rental revenue at almost twice the pace of industry expansion."

■ Power rental company APR Energy said it would be reassigning assets intended for a major project in Libya to new opportunities after a 450 MW contract fell through. APR moved to suspend its operations in the country in November last year, awaiting parliamentary approval for the gas turbine and diesel module power contract - one of its largest projects. At the time of the project suspension, APR Energy also warned that the problem would result in a charge of up to US\$40 million (€32.8 million).

■ Expansive North American rental company Sunbelt - the US subsidiary of UK-based rental company Ashted group - has acquired the northern Virginia, US-based rental company Theros Equipment Rentals, following a string of deals in recent months. Theros has locations in Fredericksburg, Sterling, New Baltimore and Springfield. The company said former owner Joel Theros would remain with Sunbelt as regional operations manager.

## MARKETS

■ Turnover achieved by construction equipment manufacturers in Germany improved by 8% to €8.4 billion in 2014, according to German trade association VDMA. The organisation said that there had been an overall year-on-year sales increase of 15% in construction equipment across Europe, with demand highest in the roadbuilding machinery segment, with improvements being seen in Portugal and Spain. However, growth had slackened in France, which is Europe's second largest market for compact engines. The VDMA said sales had also declined by 37% in Russia, amid its ongoing political tensions with Ukraine.

■ Russia experienced a 4.5% real-term decrease in construction output in 2014, according to research group PMR to RUB5.98 trillion (€77.9 billion). In December 2014 alone, the country's construction output fell by 2.7% year-on-year against 2013 figures. The drop in construction output comes amid a major depreciation in the value of the Ruble. In 2014, Russia's currency dropped in the region of 41% against the Dollar and 33% against the Euro during a period of economic and political uncertainty.

■ US construction output totalled US\$961 billion (€846 billion) in 2014, according to the US Census Bureau. This was a 5.6% increase on 2013, and the highest the figure has been since 2008. The main area of growth last year was the private non-residential market, which was up 5.3% year-on-year. Publicly funded construction was up on a year-on-year basis by +6.7%.

## PODCAST

■ The podcast accompanying this issue of *IRN* will be available shortly after publication on KHL.com - go to [www.khl.com/videozone/podcasts/](http://www.khl.com/videozone/podcasts/) and search for *IRN* to see the latest recording as well as the archive.



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rental newsletter

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# Market or private?

Kevin Appleton **explores the tricky question of the best ownership model for a rental businesses.**



**T**he recent arrival on the stock exchange of HSS received a fair bit of coverage in the rental media. It joins a number of listed rental companies on a variety of stock markets most of whom are relatively small in the context of their native exchanges.

HSS had been in the hands of private equity for well over a decade by my reckoning, prompting the question, "what is the best financial ownership model for rental companies"?

As with many other questions the answer, it seems to me, is "it depends". The single biggest variable is where a company might be in its maturity curve and, consequently, what its cash and growth characteristics are.

Rental businesses, in their growth years, are pretty cash hungry. If the business is growing very rapidly in proportion to its size (high percentage growth rates) then it will be investing in fleet to support that growth and/or in the fit out or acquisition of new locations to penetrate new geographic areas.

The natural cash flow of the business will be insufficient to support these investments and so injections of debt, equity or both will need to be substantial in comparison to the perceived present value of the business.

For rental businesses with larger assets (construction equipment or aerals, for example) that are achieving high growth, it has not been uncommon to see negative or neutral cash flows through several years.

The reason is obvious - you build the fleet to achieve the market position you desire and that costs a lot of cash, provided through debt and equity. Once that market position is achieved, you throttle back investment in the fleet to replacement levels (often below depreciation levels) and, as a consequence, free cash generation becomes substantial, and potentially significant enough to generate a >20% annual cash return on the original equity investment that got you there.

## Cash payback

And there's the problem. Especially in rental markets where equipment life is 10 to 15 years (heavy equipment) the cash payback period is unlikely to

arrive much before five to seven years of following a growth strategy.

Most private equity houses want to hold investments for not more than five years. When they come to sell the investment at the end of that time (via a public flotation or sale to another private owner) they are, if they've been successful, pointing to a business that has consumed a lot of their cash (to drive growth) but asking a future owner to believe that this will all be different and therefore it's worth paying a high price to acquire the business. It sounds too good to be true, even though it probably *is* true!

On the public markets things are much the same. If we think back to how Ashtead was valued back in 2008 (extremely low), this was partly a reflection of the fact that Ashtead had invested a lot of cash in growth but hadn't yet got to the scale where they had a track record of generating substantial free cash flow.

Some analysts and investors expected the business to struggle through the recession and that nervousness was reflected in the (then) share price. However, Ashtead carried on investing, made that breakthrough into being a rental business of scale and its debt now looks a lot more manageable. The massive growth in the share price underlines that the markets now have a different view of the business.

## Maturity curve

If we understand where a rental business is in its maturity curve and the likely rate of investment required in its fleet we can make judgements about the best form of financial ownership.

Rental businesses with a serious growth agenda (and substantial cash generation capability at the end of that journey) require a five to seven year commitment, minimum.

While that certainly doesn't make it impossible for PE houses to make money from rental companies, it is an investment that needs time and a strong nerve.

The same is true for public investors. In truth, if you have belief and enough cash try and own your business yourself - because it's likely to produce a great long-term income. **IRN**

**"If we understand where a rental business is in its maturity curve and the likely rate of investment required in its fleet we can make judgements about the best form of financial ownership"**

**KEVIN APPLETON** is former CEO of Lavendon Group plc and former divisional chairman of Travis Perkins plc. He is currently managing director of Yusen Logistics UK, non-executive chairman of Horizon Platforms, non-executive director at Ramirent Oyj and non-executive director of the Freight Transport Association. To comment on these articles please email: [IRNfeedback@khl.com](mailto:IRNfeedback@khl.com)



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# Byrne ahead



Byrne Equipment Rental COO Patrick Fallon: "We have arguably the most diverse and largest fleet in the Gulf Cooperation Council region"

**Byrne Equipment Rental has expanded like wildfire in the Middle East since it was founded 20 years ago, and is searching for fresh opportunities with the support of its new owner Hanco.**

*IRN caught up with COO Patrick Fallon to find out more.*

**H**eadquartered in Dubai, UAE, Byrne Equipment Rental was established more than 20 years ago and has grown to one of the largest general rental companies in the Middle East. It has 450 employees and 13 offices and rental depots in UAE, Qatar, Oman, and the Kingdom of Saudi Arabia.

The company offers a wide range of equipment for rental from temporary multi-use buildings to generators, compressors, lighting towers, welding machines, material handling equipment, power washers, pumps, air dryers and much more.

In March last year, the company was 75% acquired by Saudi Arabian car leasing and rental company Hanco from Havenvest Private Equity Middle East and HSBC Bank Middle East for US\$163 million (€144 million).

The Venture Capital Bank acquired the remaining 25% of the company. The deal included Byrne's sister division, Spacemaker, a portable accommodation manufacturing and sales business.

For his part, Patrick Fallon has been associated with Byrne since 1990, and officially joined Byrne in 1994, shortly after the company formation, as a business development manager.

In 1997, he was appointed general manager and then went on to become group general manager in 2000, and then in 2008 became chief operating

Byrne also has a foothold in the portable buildings rental industry, supported by its sister manufacturing company Spacemaker

officer (COO), shortly after the company's ownership changed to private equity.

Mr Fallon said that when he first joined the company, the original plan was to expand outside of the UAE in what were then emerging markets in Asia. But the company then decided to develop the brand in strategic locations in the closer gulf region.

## Diverse fleet

"We have arguably the most diverse and largest fleet in the Gulf Cooperation Council region, with over 8000 items of equipment. We will be investing over US\$25 million (€22 million) alone in 2015 just replacing and updating our fleet and support functions.

"In addition to this we have a firm objective to not only replace existing equipment, but also increase our fleet size by investing in new products and services.

"Significantly we have already started introducing heavy plant equipment and cranes along with blast resistant buildings and other industry specific products to better serve the oil and gas sector," he explained.

Mr Fallon said 2014 had been a year of growth and change for the company, with many of its country teams relocating into much larger operational facilities around the region.

"Our new Dubai Head Office and primary operational facility at the new Dubai Industrial City, enables us to prepare, refurbish and rebuild equipment all in one location.

"This not only improves our response times, but our efficiency overall, allowing us to continue delivering cost-effective rental solutions to our customers. We also moved into larger premises all across the GCC."

And Byrne expects to further expand in 2015, opening in new areas such as Kuwait and new regions of Saudi Arabia, where Mr Fallon said the company would be "aggressively expanding".





**“ We are not specific or limited by sectors - we are looking to go beyond current profile offering, e.g. into healthcare and technology. ”**

“With the support of the Hanco Group, whose objective is to be the leader in the rental and lease market in the GCC, we are committed to the region and we will be determinedly growing our footprint,” he explained.

Mr Fallon added that while the company’s focus remained on its four main markets - construction and infrastructure, marine, oil and gas, and events - it was also looking at expanding into new sectors and markets.

“The objective now is that collectively we become the largest equipment rental and leasing organisation in the Middle East,” he said. “We are not specific or limited by sectors - we are looking to go beyond current profile offering, e.g. into healthcare and technology.”

“Rental continues to grow, even in the face of increasing competition - notably suppliers renting as well as selling,” Mr Fallon said. “Rental prospects remain strong in the Middle East with Saudi Arabia and Qatar featuring the strongest growth potential. The UAE is a more mature market, and it fits in to the most developed market category in the region.”

He said rental growth was being driven by the dominant Middle Eastern oil and gas industry, both upstream and downstream, while infrastructure and construction projects were also driving momentum together with industrial projects.

**Events**

But other, newer sectors are making an impact in the rental industry - not least the events sector, according to Mr Fallon. “In more developed markets (such as the UAE), we are seeing a large increase

“With Spacemaker, essentially we have our own manufacturing company which gives us a real market advantage,” Mr Fallon said



in the events market as these countries become attractive destinations for businesses, tourism, concerts, sporting events, etc.” Mr Fallon said.

“We signed a five-year deal with golf in Dubai, (supplying equipment and services at the recent Dubai Desert Classic).

“We’ve also have supported a great number of high profile events, like the Volvo Ocean Boat Race and the Dubai Rugby Sevens - these have really cemented Byrne as the only equipment rental company that can provide the complete of range of events equipment, be that temporary buildings and facilities, power or logistics.”

Byrne also has a foothold in the portable buildings rental industry supported by its sister company Spacemaker.

“The key benefit of modular building systems is flexibility,” Mr Fallon said. “Units are available in a wide range of sizes and can be configured to meet just about any requirement - whether it’s a multi-department office, accommodation for several hundred people, a new school, a single washroom,

“The key benefit of modular building systems is flexibility,” Mr Fallon said



or medical centre, Byrne and Spacemaker have a building solution.

“With Spacemaker, essentially we have our own manufacturing company which really gives us a real market advantage. We can respond to customer demands more efficiently and are able to offer a more bespoke product to suit their needs.

“With the support of Spacemaker we now have a fleet of temporary buildings that uses unique modular systems with prefabricated modules that can be deployed very quickly, whether the requirement is a single modular building for any application to larger multi-story structures.

**“ The objective now is that collectively we become the largest equipment rental & leasing organisation in the Middle East ”**







"Our earlier rental distributor agreement with Algeco Scotsman was discontinued as part of our overall strategy for rental of portable buildings, backed by Spacemaker's development of new product lines that were more aligned with our focus markets, especially in the oil and gas sector."

**Challenges**

Meanwhile, Mr Fallon said that some of the biggest challenges facing the rental industry in the Middle East also came from its dominant economic sectors - oil and gas.

He said that falling oil prices and general uncertainty in the oil and gas sector posed a risk, together with the slow pace of infrastructure and civil construction projects for development coming on stream - projects are announced, but not coming quickly enough.

Another challenge of operating in the Middle East was the issue of original equipment manufacturer (OEM) distributor support, which Mr Fallon said remained poor at best - albeit with some notable exceptions.

"Many suppliers don't stock product and parts to support the product to the same degree as in other markets," he said.

In addition, he said the challenge of educating end-users of equipment as to the benefits of renting as opposed to owning equipment was another

Byrne expects to further expand in 2015, opening in new areas such as Kuwait and new regions of Saudi Arabia, where Mr Fallon said the company would be "aggressively expanding"

ongoing process. "There is a preference or tradition to own equipment, especially in the more emerging markets," Mr Fallon explained. "Contractors carrying their own fleet is also presents a challenge" he added.

Nevertheless, Byrne seems well-placed to ride out these challenges, and is already well-established in the market. It is clearly diversifying its rental portfolio and spreading the risk throughout the region within many different sectors.

As well as its increasingly diversified rental portfolio, the company has also highlighted an ambition to target more new industries and geographies in this fast-growing region.

These ambitions are clearly shared by the

company's new owner Hanco. When it acquired Byrne last year, Hamad S Al Sulaiman, CEO of Hanco, said, "The acquisition gives a strong impetus to Hanco's aspirations to be the leader in the MENA [Middle East and North Africa] region's asset rental and lease market."

Indeed, Mr Al Sulaiman outlined the combined companies' ambition to become the leader in the Gulf Cooperation Council region for rental and lease of mechanical assets, with a combined asset base of close to 30000 units.

"We hope to take Byrne into a new growth trajectory and build on its exceptional track record," he said.

It will certainly be interesting to see how the next moves in the company's expansion strategy play out, particularly at this very interesting time for Middle Eastern countries which are also looking to diversify their economies away from dependence on oil and gas.

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# Intermat at a glance

**WHAT:** Construction equipment exhibition

**WHEN:** 20 to 25 April, opening hours 09:00 to 18:00

**WHERE:** Paris-Nord Villepinte, Paris, France. The exhibition centre is located 30 minutes from Paris by public transport (RER line B) and five minutes from Paris-CDG airport.



The 2012 exhibition attracted over 200000 visitors, 34.2% of which were international

# All eyes on France

**The triennial Intermat construction equipment exhibition in Paris is just around the corner, and there will be plenty for rental buyers to see.**



Taking place from 20 to 25 April at the Paris-Nord Villepinte in France, this 10th edition of Intermat is set to take up 375000 m<sup>2</sup> of exhibition space, accommodating 1500 exhibitors. The 2012 exhibition attracted over 200000 visitors, 34.2% of which were international - and no doubt the organisers will be looking to match or exceed these figures this year.

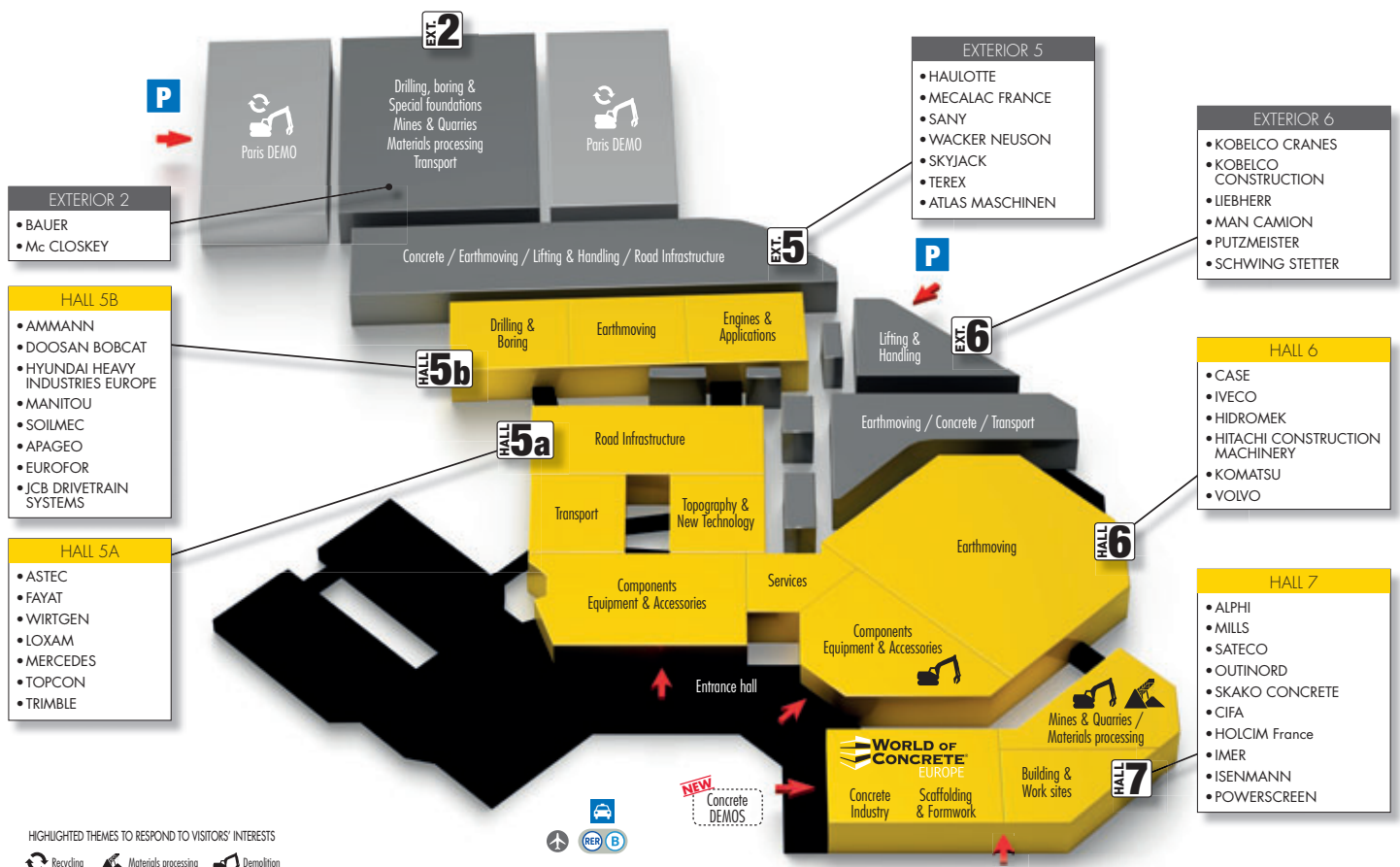
Perhaps the biggest change this time round is the news that the Intermat show will host a special World of Concrete Europe (WOC Europe) segment at the front of Hall 7, organised together with Hanley Wood, which runs the annual World of Concrete exhibition in the US.

Buyers of equipment for the rental industry should plan their visits meticulously, as there will be a lot of new machines to see. But as ever with these big trade shows, many manufacturers are waiting until the event itself before they reveal details of their new launches, so the following is just a snapshot of what visitors can expect.

## Compact equipment

Anyone browsing the aisles for new compact equipment will not be disappointed as there will be plenty on show. Ausa, for instance, said it planned to display its new high capacity site dumpers - the D600 APG and D1000 APG models, which feature loading capacities from 6 tonnes to 10 tonnes and are fitted with EU Stage IIIB/US Tier 4 Interim-compliant engines.

And the company will also have its biggest rough terrain forklift on show in the form of the C500 H, which can carry 5 tonnes and lift to up to 5.55 m.







HTC Tools said it planned to launch a new generation of tool holders for concrete grinders known as AirFlow at WOC Europe during Intermat

This 4X4 drive machine has a tight turning radius of 3.38 m thanks to its compact dimensions - 1.85 m by 4.62 m by 2.35 m. The company will also be discussing its new aftersales programme that will see it take a proactive role supporting machines it sells.

Meanwhile, Mecalac said it would have its new 12MTX on show - an articulated 9.7 tonne machine can act as an excavator, a loader, a forklift and a tool carrier thanks to its innovative boom and hydraulic quick coupler.

The manufacturer will also present its new AS 1600 swing loader at the show, which is an 11 tonne class machine with four-wheel steering that can load to a height of 3.4 m with a turning radius of 4.35 m. Several bucket sizes from 1.6 to 2.5 m<sup>3</sup> and several types are available.

And Mecalac said it would also showcase its new quick coupling system, Connect, which can be operated from the cabin. The quick coupler is reversible, allowing machines to be operated in excavator and loader mode, and has built in safety

Spanish manufacturer Ausa said it planned to display its new high capacity site dumpers - the D600 APG (pictured) and D1000 APG models



New machines on the Case Construction Equipment stand will include a new generation of Tier 4 Final-compliant crawler excavators in the form of the D series, with four new models ranging from 25 to 40 tonnes

features to prevent suspended tools from falling.

For its part, Wacker Neuson said it would showcase a range of compact machines including examples from its ECO range. The new 0.2 m<sup>3</sup> bucket capacity



WL20e wheeled loader with an electric drive system for emission-free work, will be on display. The machine features two electric motors, one for the drive system and one for the operating hydraulics, ensure that the performance features match those of the conventional machine, according to the company.

The new 10 tonne EW100 excavator will also be on the stand, featuring a new ECO operating mode, while visitors can also view the manufacturer's 803 dual power mini excavator - which couples with an external electro-hydraulic power unit as an alternative to the standard diesel engine.

Another ECO product on show will be the company's battery-powered AS 30 and AS 50 rammers, which also emit no exhaust emissions during applications, designed for compaction work in trench applications or indoors.

Wacker Neuson said it would also be expanding its soil and asphalt compaction range with the introduction of new tandem and combi rollers in the 1.8 to 4.5 tonne classes, as well as 7 tonne class drum rollers.

Wacker Neuson sister company Kramer also plans to present new compact machines, including new 5085 and 5085T wheeled and tele loaders from its basic series, with a bucket capacity of 0.85 m<sup>3</sup>. The 0.35 m<sup>3</sup> bucket capacity 5035 wheeled loader will also be on show - the smallest basic line model that the company produces.

Machines from the 8-series of wheeled loaders, which is the premium line of products from Kramer, will also be on display, including the 8095 and 8115 models, which have bucket capacities of 0.95 and 1.15 m<sup>3</sup> respectively.

New on the Yanmar stand will be the C08, a new 800 kg capacity mini-carrier designed for landscaping and gardening work. The C08 comes in four versions, as either standard or high-tip (the latter offering an elevating skip), and an optional

Ammann plans to showcase its latest compaction equipment at Intermat, including its new APH 110-95 vibratory plate - the most powerful model it has ever built





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Doosan Portable Power said it would launch a number of new generators and compressors

Dana said its new VariGlide had demonstrated fuel economy improvements exceeding 20% in certain duty cycles on standard 2.2-tonne forklift trucks



self-loading system (available for both standard and high-tip models).

New mini excavators will also be on show in the form of a fresh range of 1.5 to 2.5 tonne machines - the SV16, SV18 and SV 22 short-tail models. Designed for easy transport on small trailers or light trucks, Yanmar said the machines could be operated in very narrow sites and are ideal for working in urban areas and for landscape work. The SV26 will also be on show; a new 2.6 tonne machine designed for European customers.

### Rental tools

Key rental industry equipment such as lighting towers, generators, pumps, drills and plenty more will also be in show from a broad range of manufacturers.

Generator producer SDMO, for instance, said it would present its product range for the rental market at the exhibition, including lighting towers and generator sets for various industries from events to large temporary power applications.

It said it would highlight in particular its Rental Compact Line. Designed to ensure easy handling, safety and high levels of performance, the Rental Compact line consists of around 20 generator sets, including 50 Hz Stage III versions, which meet EU off-highway diesel emissions standards, and the 60 Hz versions which are aimed at the markets of Latin America, the Middle East and European countries



Merlo plans to launch the M TSS System at the show - technology that is said to offer 360° operating safety for its telehandlers

outside of the EU. Also on its stand will be the R1400C, 1400 kVA generator set integrated into a container with sound emissions of just 80 dB(A) at 1 m. On the smaller side, the company's three-phase Technic 15000TE generator set will also be on show, with a 14.4 kVA.

For its part, Doosan Portable Power said it would launch a number of new products at the show,



The SJ 86T is a new boom lift from Skyjack making its European debut at Intermat - the largest model Skyjack has currently built to date



Bomag's new multi-purpose compactor and BT 60 G (pictured) - just one example of a range of new compaction equipment the company is introducing



Komatsu's new 9 tonne class PC88MR-10 midi excavator will be on show, together with a range of other earthmoving machinery



Bobcat's 13 m lift height T35130S telehandlers - aimed particularly at the rental industry and offering a 3.5 tonne maximum lift capacity

including redesigned and Stage IIIA compliant G40-IIIA and G60-IIIA generators, providing 40 kVA and 60 kVA prime power.

It said the new models, which feature optional dual frequency 50/60Hz working mode, are part of the new platform of generators from Doosan and share a common design with the G80-IIIA to G200-IIIA models launched over the last two years.

The manufacturer also plans to launch several new portable compressors including the Stage IIIA compliant 7/53, Stage IV compliant 12/154 and 12/254 and 7/125-10/110 Stage IIIB Dual Mode models (see the compressors feature, page 41 for more details of these launches).

Meanwhile, Tracto-Techniques plans to showcase a



range of trenchless technologies at the trade show, highlighting its Grundomat mole soil displacement hammer in particular. It said this machine's two-

stroke principle construction made it very precise and capable of connecting up to five property utilities such as gas, water, power or fibre optic cables, in a day.

Also on display will be the steerable Grundopit mini bore rigs, designed for the trenchless installation of utilities over greater distances and in uneven terrain or with bent bore paths. The Grundodrill18ACS horizontal directional drilling rig will also be on show, together with the company's new PipeReducer pipe rehabilitation product.

## Road building

On the road building side of the industry, Ammann said it planned to showcase its new APH 110-95 vibratory plate - the most powerful model it has ever built.

With an operating weight of 825 kg, a working speed of 37 m/min and working widths of up to 950 mm, this vibratory plate can achieve surface coverage of 2,109 m<sup>2</sup> per hour, equal to the performance of a 7 tonne single drum roller, according to the company.

Bomag also plans to showcase new roadbuilding machines, including the 300 kg class BPR 40/60D reversible plate and BT 60 G and BT 65 G gas tampers.

It also plans to introduce a new generation of pneumatic tyred rollers in the 4.5 to 11 tonnes class, the BW 11 RH-5 range. New articulated tandem rollers will also be on show - the BW 191 and BW 206, with operating weights of 12 to 16 tonnes.

Finally, it said it also planned to showcase its new 36 tonne BM 2000/75 2 m cold planer at the show.

At Intermat, visitors will be shown the next step in the company's Economizer measuring system - the company said it would offer the Economizer as standard on the BMP 8500 multi-purpose compactor.

For its part, Wirtgen will be showcasing its

The Supra Series HMK 102 B backhoe loader from Hidromek







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roadbuilding line-up at Intermat, including products from its Benninghoven brand - an asphalt batching plant company it acquired last year - as well as compaction equipment from Hamm, paving equipment from Vögele, and crushing and screening machines from Kleemann.

Wirtgen itself will be unveiling two new small milling machine generations - the W 35 Ri and the W 100 Cfi - while Vögele will display new machines from its "Dash 3" generation of pavers, which include the SUPER 1303-3i and the SUPER 1800-3i SprayJet. Hamm will be showcasing its DV+ 70i VO tandem roller with all-wheel steering, and the H 7i compactor, a compact model for earth-moving applications.

Kleemann is exhibiting two models, each from the latest generation - a Mobicone MCO 9 EVO cone crusher and a Mobicat MC 110 Z EVO jaw crusher, while Benninghoven is presenting the new mobile mixing tower BBX 1250 to specialists for the very first time.

### Aerial platforms/telehandlers

Visitors scouting for aerial platforms will not be disappointed either. Haulotte, for instance, said it would present a new 20 m articulated boom, the HA20 RTJ, similar to the 16 m HA16 RTJ launched last year.

There will also be a major upgrade to its Star vertical mast range with new features including a

Liugong's 856H is equipped with a Stage IV Cummins QSB6.7 engine



tough polymer RMI cover that also provides easy maintenance. A remote diagnostics system and hook on the rear of the machine are other features.

In addition, the HTL series of telehandlers will be the first to offer Tier IV final engines a year

ahead of the regulation coming into force, says the manufacturer.

A new undisclosed product will also make its debut. Haulotte is holding back on any other details but promises it will be a major addition to its range.

Meanwhile, the SJ 86T is a new boom lift from Skyjack making its European debut at Intermat - the largest model Skyjack has currently built to date.

In addition to the new telescopic boom, Skyjack will be showcasing two vertical mast platforms, the SJ12 and the SJ16, together with its SJIII 3219 and SJIII 3226 electric scissor lifts.

New from Manitou will be the M 26/30/42/50-2 forklift truck with optional hydrostatic drive - a 5 tonne capacity machine designed for rough terrain handling - as well as MI 50G industrial forklift, a 5 tonne capacity gas-powered machine.

Manitou's MT 625 Easy telescopic handler, which has a maximum 2.5 tonne lifting capacity and hydrostatic transmission, will also be on show, together with its latest rotating telescopic handler, the MRT 3255. This machine has a 5.5 tonne capacity and a maximum lifting height of 31.6 m.

Machines from Manitou's sister brand Mustang will also be on the stand, including three new mid-

## ERA's Rental Day

The European Rental Association (ERA) is again organising a day of rental themed events during Intermat, taking place on Thursday 23 April. There are two elements to the day:



### Loxam depot visit (10.00-12.00)

ERA has organised a visit to a Loxam rental location at Aulnay-sous-Bois, which is reasonably close to the Intermat show ground.

"This guided visit will be an excellent opportunity to understand how the depots of these kinds of companies operate and to learn more about all operational aspects of rental in France", said the ERA.

Buses to the rental depot will leave at 10 am from the Shuttle station - Esplanade Hall 1. Those interested are advised to meet at 9.30 am. Buses will return delegates to Intermat around midday. The number of places for the visit is limited.

### Conference and debate (2.00 - 4.00 pm)

This session, being held in Rooms 501 and 502 in Hall 5A (Mezzanine level), will consist of a detailed presentation on the work of the ERA's equipment technology committee. One of the key issues is the committee's recommendations to manufacturers on the design of equipment in order to reduce the risk of customers damaging rental machines. This is a topic of enormous interest to both manufacturers and rental companies.

Following that presentation, in the same room, there will be a debate with rental companies and manufacturers, moderated by IRN's managing editor, Murray Pollok. Among the participants will be Martin Holmgren, who is vice president of fleet management at Cramo AB.

■ *Advance registration for both the depot visit and the conference is advised and can be done at the Intermat website: <http://paris-en.intermatconstruction.com/> ('Events' section)*



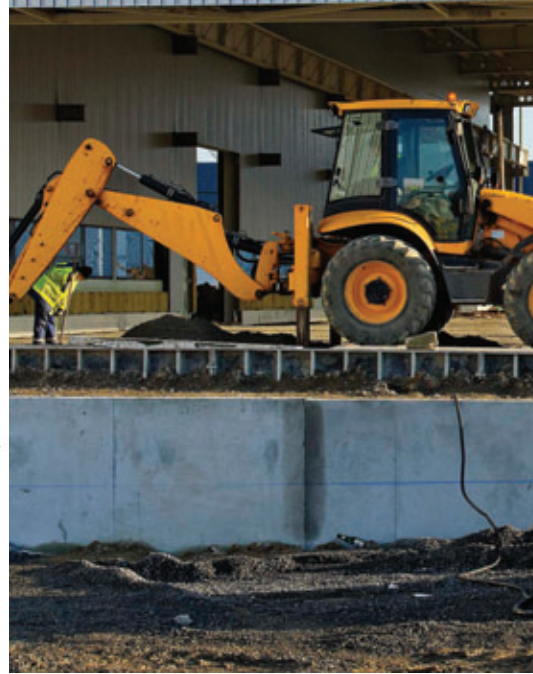
Rental company Loxam will show a 1.3 t vibratory plate alongside a range of other equipment



Manitou's latest rotating telescopic handler, the MRT 3255



Generator manufacturer SDMO said it would highlight its Rental Compact Line



sized skid steers -the 1350R, 1500R & 1650R, with operating capacities ranging from 600 to 800 kg.

Bobcat also plans to launch new telescopic handler models including the TL358 6 m lift height compact model, which is available with two rated capacities of 2.6 or 3 tonne, together with the 13 m and 14 m lift height T35130S and T35140S telehandlers - aimed particularly at the rental industry and offering a 3.5 tonne maximum lift capacity.

Merlo's stand will also feature examples from throughout the company's telehandler range, while it also plans to launch the M TSS System at the show - technology that is said to 360° operating safety for its telehandlers, by integrating the management of (front and back) longitudinal stability with that of lateral stability.

Integrated onto the operator's colour display, the system boasts a progressive bar graph indicating vehicle stability and a buzzer providing real-time information on the telehandler's stability.

Telehandler manufacturer Dieci's new Hercules 190.10 joins its heavy duty vehicles range. The maximum lifting height is 10.20m, and the maximum capacity is 19000kg. It is equipped with a FTP Stage IIIB/Tier4 Interim engine capable of developing 129kw of power.

The hydrostatic transmission is equipped with a third central differential, which can be locked, if necessary. This means that when under load, it compensates for the differences between the front and rear axle, minimising efforts and leading to improved fuel savings.

Magni, meanwhile, plans to showcase examples from its telescopic handler range at Intermat, including a new dedicated range for rental - the RS Range, which will be introduced during 2015.

The range consists of the RTH 5.18RS, 5.21RS, 5.23RS, 5.25RS and 5.26RS models, with maximum reaches ranging from 18m to 26m. Magni said all the models, except for the 26m, were built on the chassis of the 21m, making the machines very compact.

The range has Perkins and Deutz engines. Magni said the RTH 5.21RS, for instance, would boast a 101kW Perkins Tier 4 Final engine and a two-speed Bosch Rexroth hydrostatic transmission.

The company said that the 18m and 21m machines were the most rented models in Europe, because of their good lifting capacities.

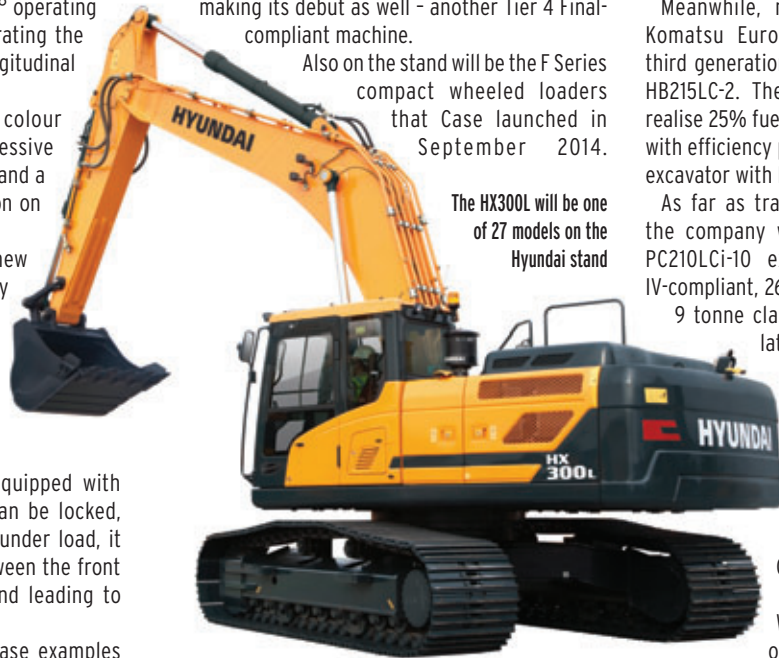
"We are trying to push the rental market higher, offering 23, 25 and 26m models with better load charts," said the company.

### Earthmovers

As you would expect, large earthmoving equipment will also be on show at Intermat. New machines on the Case Construction Equipment stand will include a new generation of Tier 4 Final-compliant crawler excavators in the form of the D series, with four new models ranging from 25 to 40 tonnes.

The company's new Tier 4 Final F Series wheeled loaders will also be making their first public appearance, while the first Case grader will be making its debut as well - another Tier 4 Final-compliant machine.

Also on the stand will be the F Series compact wheeled loaders that Case launched in September 2014.



The HX300L will be one of 27 models on the Hyundai stand

This is a four model line-up, ranging from 4.4 to 6.2 tonnes. The company also said it planned to extend and upgrade its skid steer and compact tracked loader line-up with five new models, also featuring Tier 4 Final engines, although it was keeping tight lipped on further details.

Meanwhile, new earthmoving launches from Komatsu Europe International will include its third generation hybrid excavator - the 22.6 tonne HB215LC-2. The company said customers could realise 25% fuel savings using the hybrid machines, with efficiency particularly high when operating the excavator with hydraulic attachments.

As far as traditional excavators are concerned the company will also showcase its 22.6 tonne PC210LCi-10 excavator, as well as its Stage IV-compliant, 26 tonne class PC240LC-11 and its new 9 tonne class PC88MR-10 midi excavator - the latter two were launched at the start of this year, while the PC210LCi-10 was introduced last August.

Komatsu's WA270-7 wheeled loader will also be on display; a EU Stage IIIB/EPA Tier 4 interim-compliant machine launched last year that weighs in at 13.5 tonnes. On the dozer side, the manufacturer's EU Stage IV-compliant D65EX/PX/WX-18 model will be on show, with operating weights range from 20.5

Mecalac said it would have its new 12MTX on show - a versatile 9.7 tonne machine can act as an excavator, a loader, a forklift and a tool carrier







tonnes to 24.9 tonnes depending on the machine version, as well as the 38 tonne and 43 tonne (depending on configuration) D155AX-8 dozer.

And on the hauler side, Komatsu said it would showcase its new EU Stage IV-compliant HM300-5 articulated dump truck, a 28 tonne payload truck which is making its debut in Europe after being first presented at the US Conexpo-Con/Agg exhibition last year.

Terex Trucks, the articulated dump truck (ADT) and rigid dump truck (RDT) brand that is now owned by Volvo CE after it acquired the business from Terex last year, will be exhibiting on its own stand at Intermat 2015.

It said it would present the 28 tonne payload TA300 and 38 tonne payload TA400 ADTs - both of which are EU Stage 4/US Tier 4 Final compliant - together with its 55 tonne capacity TR60 RDT, which is said to be a popular model in the Europe, Middle East and Africa region.

Visitors to Volvo CE's stand, meanwhile, will be able to get face-to-face with a wide range of construction equipment, including new excavators and wheeled loaders. The company said it would also showcase its GaiaX at the show - a concept compact excavator, imagined for the year 2030 and envisaged to be fully electric and capable of semi-automated remote operation using an augmented-reality tablet device.

Also on the Volvo CE stand will be the 22 ton (20 tonne) EC220E crawler excavator - a new Tier 4 Final/Stage IV-compliant machine replacing the D-Series model. Wheeled excavators on show will include the 14 to 16.7 tonne class EW160E and 16 to 19 tonne EW180E, which also comply with Tier 4 Final/Stage IV regulations.

As far as wheeled loaders are concerned, Volvo said it would showcase its new H-Series, which consists of the new L60H, L70H and L90H models, which can carry buckets with capacities ranging from 1.6 m<sup>3</sup> to 7 m<sup>3</sup>.

Having unveiled the first in its range of E-series articulated dump trucks (ADTs) at Intermat 2012, Bell Equipment will use this year's show to take the wraps off the first prototypes of the larger models in the range. Also on show will Stage IV-compliant versions of its smaller units.

Bell and engine partner Mercedes-Benz have gone down a selective catalytic reduction (SCR) path to



Terex Trucks, now part of Volvo CE, said its stand would include the 28 tonne payload TA300 and 38 tonne payload TA400 (pictured) articulated dump trucks

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Tracto-Techniques plans to showcase a range of trenchless technologies at the trade show, including its steerable Grundopit mini bore rigs

meet the latest emissions requirements on the E-Series. On the 24 tonne and 28 tonne capacity Stage IV compliant B25E and B30E, the engine in question is a 7.7 litre OM936LA, which is paired with the same Allison transmissions found on the Stage IIIB trucks.

But perhaps more eye-catching will be the prototype B50E 50 tonne capacity truck, which features many of the improvements made on the smaller models, such as the air cleaner being housed under the bonnet for a neater look.

While Turkish company Hidromek is exhibiting its range of backhoe loaders, excavators and motor graders at Intermat 2015, it will be revealing a new wheeled loader with a bucket size of 4.5m<sup>3</sup>, and new Alpha Series HMK 102 B backhoe loaders.

Hidromek will also be introducing its motor grader range - the MG 330 and MG 460.

It will be exhibiting its HMK 62 SS mini backhoe loader, and Supra Series HMK 102 B backhoe loader, as well as the Gen series HMK 140 W wheeled excavator with two-piece boom. The Gen Series crawler excavators will be on show, including the HMK 140 LC with dozer blade, HMK 220 NLC, HMK 300 NLC, HMK 370 NLC HD and the newly-added HMK 490 LC HD.

The new Alpha series will be presented for the first time at Intermat. The HMK 102B is a rigid chassis backhoe loader with 4x4 drive, with a turbo diesel engine and a fully automatic power-shift transmission. The company said that the HMK 102B Alpha series backhoe loaders offered low fuel consumption and high productivity in its class.

The HMK 102S is a 4x4x4 machine with the same engine and transmission, it also provides four-wheel steering.

Hyundai's Intermat line-up will include the release of the first models of the new range of Stage IV compliant excavators and wheeled loaders, and a number of world premieres from the company.

These will feature alongside a selection of other models in its range of excavators and wheeled loaders.

It will be showing a total of 27 models of construction equipment machines including world premieres for its R17Z-9A mini excavator, as well as the HX220L,



HX260L, HX300L, HX330L, HX380L and HX520L heavy excavators. The new R160W-9A heavy wheeled excavator will also be on show.

There will also be launches for two of its wheeled loaders - the HL955 and HL960.

Hitachi Construction Machinery (Europe) will introduce its largest super long front medium excavator at Intermat. With an extended operating range, the ZX350LC-5 model has been specially designed for earthmoving on dredging, bank maintenance and slope finishing projects.

Compliant with the latest EU regulations on emission standards, the ZX350LC-5 super long front machine has a powerful Isuzu engine, which is said to deliver higher productivity with greater fuel efficiency. There are auto shutdown and auto idle features to prevent fuel wastage, and reduce noise levels, exhaust emissions and CO<sub>2</sub>.

Hitachi is adding a Tier 2-compliant excavator - the ZX350LH-5G - aimed primarily at the African market.

Liugong will focus on its Stage IV machines at Intermat, with machines from its H-series wheeled loader and E-series excavators on display. It will be the first time the H-series wheeled loaders have been seen outside China, following their launch on Liugong's domestic market last year.

The model on display at Intermat, the 856H, is equipped with a Stage IV Cummins QSB6.7 engine, and features a ZF AP3000 wet axle and ZF 4WG200 transmission.

The 856H's new cab design offers good visibility to the work tool, as well as all round the machine. All

New on the Yanmar stand will be the C08, an 800 kg capacity mini-carrier



Wacker Neuson's new 0.2 m<sup>3</sup> bucket capacity WL20e wheeled loader with an electric drive system for emission-free work



On the Volvo CE stand will be the 22 ton (20 tonne) EC220E crawler excavator - a new Tier 4 Final/Stage IV-compliant machine replacing the D-Series model



daily maintenance checks can be carried out from ground level, and access to the engine compartment is made easy thanks to a forward-tilting hood.

Key maintenance features also include a hydraulic drive fan which can be reversed for cleaning, and water and oil drains that are placed together for faster maintenance and service.

### Components

Drivetrains and components will also feature heavily at the show. For instance, Dana and its 50/50 joint venture Dana Rexroth, plan new drivetrain launches.

For its part, Dana said it would be showcasing the results of ongoing field tests of its VariGlide technology, a new transmission design that incorporates continuously variable planetary (CVP) technology.

Dana engineers have confirmed performance and positioning improvements following hundreds of hours of functional evaluation and dynamometer testing on a standard-sized 2.2-tonne forklift truck equipped with VariGlide technology operating in a typical pick-and-place duty cycle. It reported fuel economy improvements exceeding 20% in certain duty cycles.

Developed through a strategic licensing relationship with Fallbrook Technologies Inc, Dana said VariGlide technology can replace the torque converter in some transmission configurations to decouple engine speed from the vehicle's travel or working speed.

It said VariGlide technology would be offered as a pre-assembled module providing a standard

Wirtgen will be showcasing its roadbuilding line-up at Intermat, including products from its Benninghoven, Hamm, Vögele, and Kleemann brands



powersplit configuration for forklift truck transmissions produced by OEMs.

Dana said it was also offering its Spicer PowerBoost hydraulic-hybrid system for field testing by off-highway OEMs. It said Spicer Powerboost hydraulic-hybrid technology was ideally suited for hydrostatically driven drivetrains, which is why Dana will feature it at Intermat as part of a complete drivetrain system for a compact telescopic boom handler with 2.7 to 3.6 tonne lifting capacity.

The company said OEMs could use this technology to potentially reduce the engine sizes, selecting a smaller engine that does not require exhaust after treatment systems that are costly, consume added space, and increase the operating temperature of the powertrain system.

New from Dana Rexroth, meanwhile, will be the R2 hydromechanical variable transmission (HVT) - a product that has gone through final testing, with full production expected in the third quarter. **IRN**



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Another renter-manufacturer in this sector is Xylem, which manufactures Flygt and Godwin pumps, operates in 150 countries and has a rental bank of 20000 products worldwide

**Dewatering pump manufacturers are reporting increasing demand from the rental sector, with more companies now entering the rental market themselves. IRN tests the water.**



# Rental momentum

**T**here has been plenty of news from the pumps sector in the last few months, not least the decision by manufacturer Tsurumi Europe to enter the rental market by setting up a new rental operation in Strasbourg, France.

The move came as the company acquired its Belgian distributor and rental company Marine Motors & Pumps (MM Pumps). Tsurumi said the new wholly-owned French rental company - Tsurumi Pompes Location (TPL) - would focus on the country's rental potential and grow its presence in the market.

The manufacturer has been present in the French market for years through its subsidiary CE2A-Tsurumi France, located in the south of France. Now, thanks to this new development, the company said it would serve the market directly for both customer's distribution and rental requirements.

Tsurumi said TPL would stock a large number of pumps and accessories, and employ a number of qualified pump rental professionals. It added that the MM Pumps business in Belgium will support its operation and growth in France, both technically and logistically.

TPL head of operations Gaetan Beaulieu said, "The French dewatering pump rental market is a major area where we see the main submersible pump players.

"Now is the perfect time for Tsurumi to establish its own rental operations to cover unreached rental customers and capitalize on growing market potential."

Tsurumi said it had thousands of pumps at its warehouse in Belgium and almost all of its 250 pump models, with power outputs up to 110 kW, were available for rapid delivery. Tsurumi also has a large stock of spare parts in Germany as well as support from CE2A-Tsurumi France.

"Availability is everything," said Daniel Weippert, managing director at Tsurumi Europe. "We are very excited to be able to make our pumps available to customers in France - not only by existing stock outlets in our dealer network, but also by direct rental, even for special applications.

"At the same time, our new rental operation in France aims to strengthen existing relationships to equipment rental companies by giving them the opportunity to rent larger and special pumps at short notice.

## Renter-manufacturer

Another renter-manufacturer in this sector is Xylem, which manufactures Flygt and Godwin pumps, operates in 150 countries and has a rental bank of 20000 products worldwide.

Newly-appointed dewatering rental manager for Europe, the Middle East, Africa and the Asia Pacific, Kieran Gagg, said, "We are seeing a continued shift across our customer base from purchasing dewatering equipment to renting it.

"The rental market is growing as more customers look for a 'pay-as-you-go' option, likely due to scarcity of capital and economic uncertainty."

Mr Gagg said there were many benefits to renting, including less capital investment and the fact that equipment is maintained and stored by the provider.

"Renting can be a smart option for customers who do not need to invest in equipment for what can be a temporary need. Calculating the true cost of owned equipment can be tricky while renting means there is a definitive cost and bottom line.

"In addition, renting equipment includes full maintenance which means no major repair costs - no need for workshops, large storage areas, spare parts inventory, maintenance record keeping or mechanics - in other words, no additional maintenance payroll."



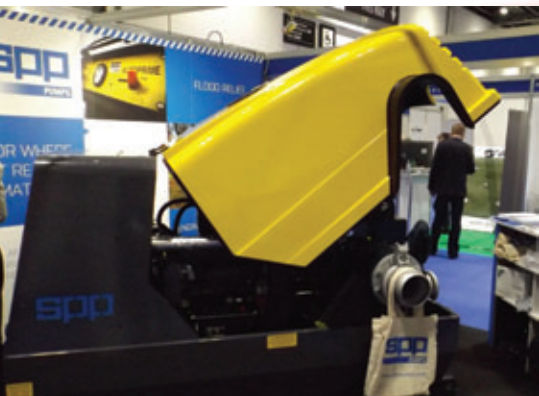
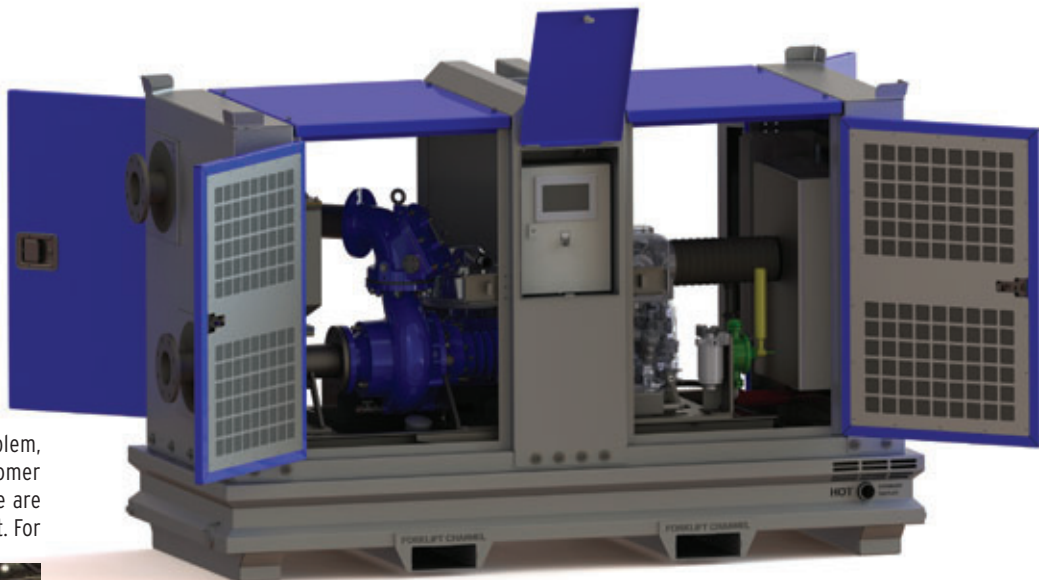
(Back) MM Pumps managing director Johan Dekker; (front left) Daniel Weippert managing director at Tsurumi Europe; (front right) TPL head of operations Gaetan Beaulieu



A new name in the European pump market is Kabarda Pumps, a Belgian-Dutch joint venture based in Lochristi, Belgium, that has launched its new Screw Impeller Pump range

Mr Gagg added that there was also a growing trend to outsource expert advice to solve complex water and wastewater challenges with customised solutions.

"Xylem 'packages' dewatering equipment with engineering expertise and dewatering project management as part of a rental agreement. This delivers peace of mind to the customer as we analyse the need, develop a tailored solution and implement a complete solution to the dewatering problem, managing the entire challenge for the customer from start to finish. More often than not there are many different elements to a particular project. For



example, customers may be faced with a dewatering issue as well as the need to treat wastewater before it is removed and pumped elsewhere.

"It is important that the dewatering partner a customer chooses to work with can provide solutions for the wide range of challenges water can pose.

"When faced with a problem, customers look for the right solution at short notice. Our rental teams

SPP presented its new E Series autoprime pump at this year's Flood Defence Forum in the UK

work with customers to develop the most effective and comprehensive response to the challenge quickly, not just providing pumps," said Mr Gagg.

Another factor fuelling the growth of rental is the introduction of strict off-highway diesel emissions laws in the US and Europe - currently Tier 4 Final and Stage IV respectively. These regulations affect the engines that power dewatering pumps. As well as reducing emissions, these new cleaner engines have added expense to the cost of purchasing dewatering pumps, and renting can be a more cost-effective way of adhering to the regulations.



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Manufacturer SPP Pumps has been awarded £1.12 million (€1.43 million) in Regional Growth Funding to build a new research and development facility within its Pump Manufacturing Centre in Coleford, UK

"These standards are demanding some adjustment across the industry," Mr Gagg explained. "Renting dewatering diesel pumps is a clever way to 'test drive' Tier 4 engines as well as ensuring that customers have the correct pump for the job at hand, within budget.

"We work closely with customers to install the best Tier 4 compliant pump to solve a particular challenge. Renting also allows for adjustment of equipment to meet the changing needs of a particular application. As Tier 4 engines are in constant cleaning mode, it is important to select a unit with a correctly sized engine for best results."

Xylem also offers alternative pumping solutions such as Godwin electric driven Dri-Prime or Flygt submersible pumps, and variable frequency drives to meet varied needs.

"The new diesel engines are just one of the many technological advancements we have introduced over the last year. For example, our new Field Smart Technology works in tandem with Godwin's PrimeGuard pump controller enabling customers to constantly monitor and control equipment remotely to ensure optimum efficiency," added Mr Gagg.

### Substantial Growth

Meanwhile, the UK pump hire business of manufacturer Selwood has also seen "substantial growth" over the last few years, according to the company, and has become much more of a service provider than simply a pump hirer.



## Boskalis invests in environmentally friendly mobile pumping unit

Boskalis Nederland is a part of Royal Boskalis Westminster - a dredging contractor based in The Netherlands. Its internal rental company, Boskalis Technical Service Nederland, manages several mobile pump units with high and ultra-high flows.

Boskalis has very specific requirements for their pumps which include:

- The pump must have a minimum capacity of 5000 m<sup>3</sup>/hr and a pressure in excess of 3 bar
- Excellent suction capabilities and suitable for use as a dewatering pump
- High fuel efficiency combined with the lowest exhaust emissions
- Should fit into a 20 ft (6.1 m) container for easy transport
- Should weigh no more than 12 tonnes due to limitations in handling on site

The company commissioned the delivery of a BBA high flow prime pump BA-C500S11 D711 - a unit with a capacity of 5500 m<sup>3</sup>/hour and a maximum head of 37 mwk, driven by a Stage IV-compliant 375kW Volvo Penta diesel engine.

The unit ticks all the boxes for Boskalis, with a total weight of 10.8 tonnes and ability to fit into a standard container. It has been deployed on its first project in Muiden, the Netherlands, where the A1 highway is being widened and partially rerouted.

Boskalis has praised the new pump, claiming it only has to work half throttle to do the job compared to the pump it replaced while also being very quiet and not liable to clogging up with solid materials.

BBA Pumps said it had decided to include this pump unit in its standard product range. Product Manager Henno Schothorst said, "We can't ignore this any longer; this is a perfect pump unit for the rental sector."



The company offers a specialist installation service, incorporating site surveys, method statements and risk assessments, on a national basis backed up with a 24 hour, seven days a week service.

Pump hire managing director Richard Brown said, "We have entered into an exciting stage of our development and are taking pump hire in the UK to the next level."

On the manufacturing side of the business, a particular focus in the development of the Selwood pump range has been to meet the strict new emissions requirements in North America and Europe that other players in the sector have also been focussing on.

Director of engineering Lawrence Bradbury said, "Emission legislation is upon us all and whilst it

New low-emissions units in Selwood's range include the 750 m<sup>3</sup>/h maximum flow Stage 111B/Tier 4 Interim-compliant H200, which is currently on field trials



Danish contractor Jokobsen & Blindkilde rented an Atlas Copco PAS 6 pump from rental company GSV Materieludlejning to help empty and clean a lake during maintenance work. Two additional PAS 6 pumps, which have a flow of 80-500 m<sup>3</sup>/h, will be delivered during 2015

presents significant engineering challenges, we are using this as an opportunity to streamline our designs. This will allow us to extract the best deal for all our customers, with commonality of engines and canopies throughout the ranges”.

Selwood’s range of contractor’s pumps was originally designed and developed for its own hire fleet, which is why it claims the pumps are so popular amongst rental companies around the world.

New low-emissions units in the range include the 750 m<sup>3</sup>/h maximum flow Stage IIIB/Tier 4 Interim-compliant H200, which is currently on field trials; and the Stage IIIB/Tier 4 Interim-S150, which boasts a maximum flow of 320 m<sup>3</sup>/h. The company said pumps supplied to non-regulated countries would continue to use the standard range of engines.

And there is also a new name in the European pump market in the form of Kabarda Pumps, a Belgian-Dutch joint venture based in Lochristi, Belgium. The company has just launched its new Screw Impeller Pump (SIP) self-priming diesel range, which it claims consume up to 55% less fuel than most equivalent models in the market.

Three SIP models are available, targeting the construction, industry and utilities sectors. The SIP 75-3, SIP 100-4 and SIP 150-6 models offer maximum flows of between 125 m<sup>3</sup>/h and 432 m<sup>3</sup>/h, and come encased in a robust canopy with an integrated digital control display.

Another new pump on the market comes from SPP, which presented its new E Series autoprime pump at this year’s Flood Defence Forum, which took

UK-based T-T Pumps’ new T-T Floodbuddy is a submersible emergency dewatering set designed to provide a quick and easy solution in the case of flooding



place in December last year at the London ExCel Centre in the UK.

Designed for tough dewatering, sewer over pumping and bypass applications, SPP said the E-Series came with an optional single

vane open impeller for handling raw sewage containing stringy/fibrous solids and semi solids up to 100 mm diameter.

It was also developed to be portable and lightweight, featuring a compact manoeuvrable design to allow models to be trailer transported and easily shipped.

SPP business manager Duncan Jackson said the company had worked hard to reduce the number of components in the latest pump, as well as simplifying servicing and maintenance access

“We are adding to our existing Q-Series autoprime range with this new model.

Mr Jackson added, “In terms of demand from rental companies in 2015, we expect to see some increases across Europe and internationally - we also supply into Australia and have had a recent order here. The UK Environment Agency is also talking about big investments.”

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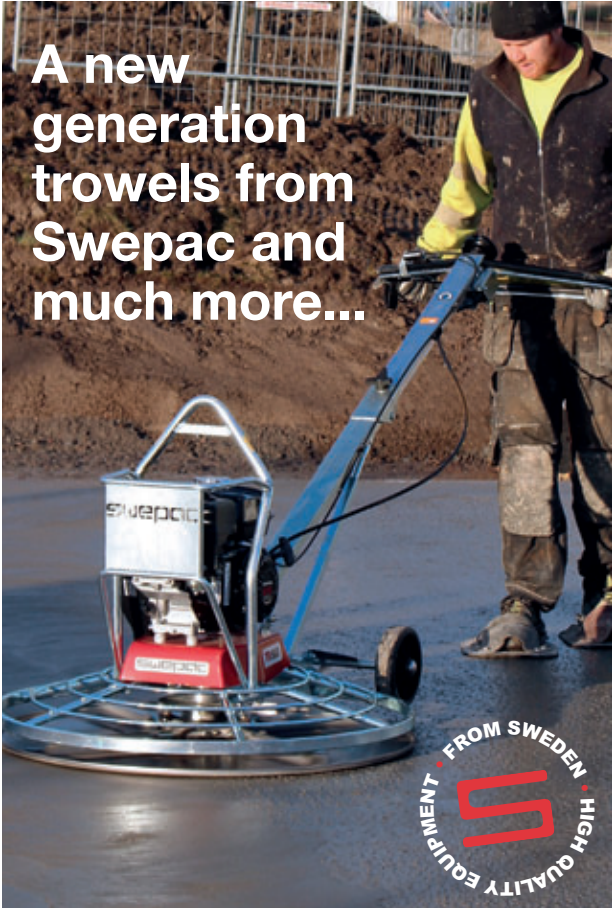
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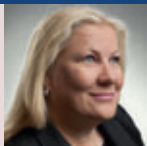
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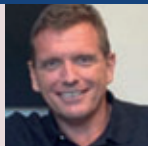
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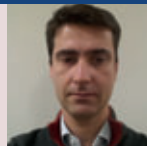
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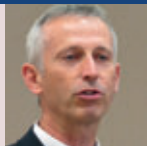
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Jenny Products focussed on improving volumes with its latest launch – the electric-powered J5A-30P air compressor, which it claims boasts the highest volume in its class



# Power and reliability

**Compressor manufacturers are constantly refining their designs, with new models focussing on better efficiency, higher volumes and new territories. IRN reports.**

Rental companies are generally looking for robust, reliable equipment when investing in new compressors, as well as flexibility in terms of running multiple tools and adapting engine speeds to air demands.

The sector's manufacturers are listening, and are working hard to constantly refine their designs in order to better serve the industry. While many of the latest product updates have been developed in response to strict new exhaust emissions legislation in Europe and the US, producers have also focussed on increasing fuel efficiency, extending service intervals, reducing maintenance and reducing noise pollution.

Kaeser Kompressoren product manager Ralf Hereth highlighted low-emissions machines as a key consideration for rental companies.

"Facing an increasing number of municipal environmental zones and corresponding calls for tender, it is becoming more and more important for rental companies to offer customers appropriate state-of-the-art equipment," he said.

The manufacturer has developed a low-emission Mobilair product range for engines below 19 kW (compressor models M20 and M27) and for engines from 85 kW to 265 kW (M114 to M350 models), the former offering emissions compliance without a diesel particulate filter, and the latter using a range of aftertreatment technologies to comply.

"In the course of 2015, Kaeser will present further new innovative models and will extend its low-emission Mobilair product range down to 36kW engine power," Mr Hereth added.

Meanwhile, Chicago Pneumatic has also launched new emissions-compliant portable compressors in the form of new versions of its 7 bar CPS 11.0 and 12 bar CPS 11-12 models, boasting EU Stage IIIB-compliant Deutz engines and a new electronic control panel which the company said

made them easy for users to operate, monitor and service.

Built for tough construction and maintenance applications, Chicago Pneumatic said the CPS 11.0 and CPS 11-12 were well-suited to surface drilling, abrasive blasting and ice blasting, as well as road work and shotcrete pumping applications.

It said the 12 bar variant was also suitable for special applications such as fibre optic cabling, with the higher working pressure enabling it to push cabling through longer pipeline distances without incurring pressure loss.

The new electronic control panel was said to offer users an improved interface and straight forward control and monitoring options, as well as making it simple for operators to quickly start and stop the

compressor and regulate automatic cool-down after the unit has been running at full load.

The company said the new models also featured a 175 l fuel tank which the manufacturer said allowed them to run non-stop at full load for an entire shift without refuelling. A fully automatic step-less speed regulator also means the engine speed can be adapted to air demand.

## Supply agreements

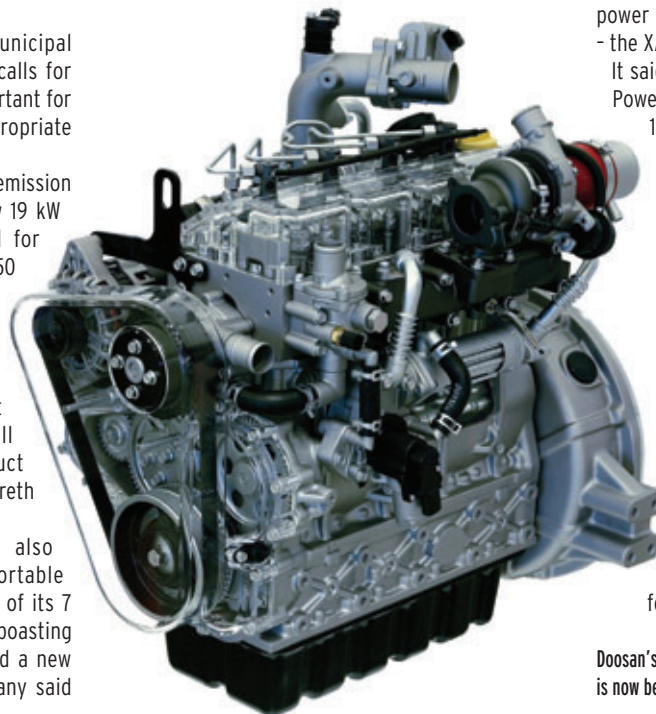
Engine manufacturers have also been busy announcing supply agreements with compressor producers in the light of the strict new emissions laws in the US and Europe.

John Deere Power Systems, for instance, said its PowerTech Tier 4 Final/Stage IV engines would power three new air compressors from Atlas Copco – the XAS 750, XAS 1800 and XATS 1050 JD models.

It said the XAS 750 compressor would feature the PowerTech 187 kW PVS 6.8L engine, while the XAS 1800 would be driven by the 393 kW PSS 13.5L engine, and the new XATS 1050 JD would be driven by the 242 kW PSS 9.0L engine.

Atlas Copco and John Deere have partnered on air compressor solutions since the 1990s, when Environmental Protection Agency (EPA) off-highway diesel engine emissions regulations were first introduced. Throughout the transitions between tiers, John Deere said it had worked closely with the OEM to select and integrate engines optimised for the application.

To meet Final Tier 4/Stage IV requirements in the 93 kW and above power range, John Deere said it configured an integrated emissions control system featuring cooled exhaust gas recirculation



Doosan's US Tier 4 Final-compliant 37 kW D24 4-cylinder engine is now being used in its P185 portable compressor





John Deere Power Systems' PowerTech Tier 4 Final /Stage IV engines will power three new air compressors from Atlas Copco - the XAS 750, XAS 1800 and XATS 1050 (pictured) JD models

(EGR), a diesel oxidation catalyst (DOC)/diesel particulate filter (DPF) and selective catalytic reduction (SCR).

"We are pleased to continue our long partnership with Atlas Copco, the global leader in compressed air solutions," said Carl Micu, manager of OEM NA/SA engines sales and worldwide drivetrain sales at John Deere Power Systems.

"We're confident that our Final Tier 4/Stage IV solutions will not only meet stringent emissions regulations, but also provide the responsive performance, reliable uptime and low cost of operation that Atlas Copco customers need to have success."

Mark MacInnis, engineering manager with Atlas Copco added, "John Deere took a building-block approach in the development of emissions technologies over the years. It was a gradual approach that made integration from tier to tier straightforward. For an original equipment manufacturer (OEM), that's an advantage."

For its part, Doosan claims to be the only compressor supplier to use its own engines within its compressor models - a fact which the manufacturer said would give it advantages in terms of aftermarket support.

At this year's World of Concrete show in Las Vegas, US, (running from 3 to 6 February), Doosan announced that its US Tier 4 Final-compliant 37 kW D24 4-cylinder engine was now being used in its P185 portable compressor.

The P185 can deliver 185 cfm with 100 psi at 185 cfm (5.2 m<sup>3</sup>/minute) of air at 100 psi (6.9 bar). Doosan Portable Power assistant product marketing manager Josh Goodman, said that the unit offered superior cold starting characteristics, 7% better fuel efficiency than the model it replaces, 10 hours of running time between fuel refills, 500 hour service intervals and quiet running - the unit registers 74 dB(a) of noise at a distance of 7 m.

Mr Goodman said that other units would follow featuring other Doosan engines, as well as the D24 at different power ratings. "We're not done with this engine yet," he said. "It can go in a lot of our products."

### Airend development

At the higher end of the product range, Doosan has developed the HR350 airend - the component which compresses air.

This is a two-stage unit rated at 350 psi (24 bar). With an output of 900 to 1170 cfm (1529 to 1988 m<sup>3</sup>/h) it is designed for large compressors in drilling and similar applications.

Rus Warner, global air products manager at Doosan Portable Power said two more airends single-stage airends will be rolled out over the next 18 months for smaller classes of compressors. He added that these would be available to other OEMs and in some cases could be retrofitted to existing models.

And Doosan has also expanded its compressor range available in the Middle East and Africa - it now offers its full range of compressed air applications from construction, rental, utilities and manufacturing to quarrying, waterwell drilling and the oil and gas industry, with free air deliveries from 185 to 1500 cfm (5.0 to 42.5 m<sup>3</sup>/min) at output pressures from 100 to 500 psi (7 to 35 bar) in the region.

As well as a wide selection of Tier 3 High Ambient models, it said the range also included several Tier 1 or Tier 2 engine-powered models, suited to the fuel quality levels found in these regions.

## RTC Group claims oil-free advantage

Netherlands-based rental company RTC Group has further expanded into the compressed air market, offering containerised packages for oil-free compressors.

The company, which provides high pressure compressor rentals and rock drilling equipment for the construction and drilling industries, said it had acquired a large-volume oil-free rental machine for the European market.

The containerised package consists of a 530 kW oil-free centrifugal air compressor, refrigerant air dryer and all the necessary auxiliary equipment to start and operate the package on its own.

With a capacity of 4200 m<sup>3</sup>/hour and a pressure range from 5 up to 11 bar, the company said this machine was unique in the market. It said regular diesel-driven compressors were half the capacity, burning around 15000 litres of diesel fuel per week.

RTC pointed out that the loss of compressed air supply can put a company's operation completely out of production. Flexibility and quick response time is critical in many industries, it said.

"We are specialised in large centrifugal compressed air rental solutions" said managing director and owner Henk Uphoff.

"Our equipment can be on the move to the customer within hours of the first emergency call."

RTC Group was established in 2013 by Mr Uphoff, the former Ingersoll Rand, Doosan Infracore and Machinery resale manager.







New from Doosan Portable Power in Europe is the Stage IIIB-compliant 7/125-10/110 portable compressor

New from Doosan Portable Power in Europe, meanwhile, is the Stage IIIB-compliant 7/125-10/110 portable compressor, which boasts a new dual mode feature as standard, with a choice of two pressure and flow ratings on the same machine.

By pushing a button on the keypad, the operator can switch between 'LO' (low pressure mode: rated pressure 6.9 bar/free air delivery 12 m<sup>3</sup>/min) and 'HI' (high pressure mode: rated pressure 10.3 bar/free air delivery 10.6 m<sup>3</sup>/min).

Finally, the company said it had also branched out in Latin America, where it launched its new 185 cfm (5.24 m<sup>3</sup>/minute) portable air compressors – the new P185 and recently redesigned C185. These

compressors have been designed to power handheld air tools, chippers and breakers.

Aimed at road building contractors, the compressors are powered by a 65 hp (48 kW) turbocharged Kubota engine and can deliver air at 100 psi (6.9 bar). Doosan added that the units have been designed for different environmental conditions, including working at high altitudes.

Another manufacturer targeting the Latin American market is Sullair, which has introduced its expanded ShopTek line of lubricated rotary screw air compressors to the region, adding models ranging from 25 hp (18.6 kW) to 100 hp (74.6 kW) to its existing line of smaller compressors from 5 hp (3.7 kW). The line-up now boasts 14 models.

Brent Mumford, vice president and general manager for Sullair Stationary Air Compressors, said, "While we have had smaller horsepower units available for several years, many Latin American countries are experiencing growth in manufacturing. "The larger ShopTek units provide more choices for helping our distributors match the right compressor to the right customer. Our global manufacturing capabilities have really made this expanded ShopTek launch possible."

### Improving volumes

Meanwhile in North America, Jenny Products focussed on improving volumes with its latest launch - the electric-powered J5A-30P air compressor, which it claims boasts the highest volume in its class. It pointed out that the 30 gallon (114 litre) air tank was ideal for running multiple tools simultaneously.

Driven by a 5 hp (3.7 kW) electric motor, the J5A-30P features a four-cylinder pump and can produce 19.4 cfm at 100 psi (33 m<sup>3</sup>/h at 6.9 bar) or 19 cfm at 125 psi (32.2 m<sup>3</sup>/h at 8.6 bar).

Jenny Products said the compressor contained many standard features to maximise service life while requiring little maintenance - characteristics that will likely be of interest to rental buyers. The manufacturer explained that pump temperature

Sullair has introduced its expanded ShopTek line of lubricated rotary screw air compressors to Latin America



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was kept low by the directional air shroud and large flywheel, while its Ultimate Blue synthetic pump oil protected the unit's pistons, crankshaft, bearings, rings and cylinders through a splash lubrication system.

Furthermore, the unit contains protectively mounted fittings, and the belt is completely enclosed by a heavy-duty belt guard - helping reduce maintenance requirements.

And Jenny Products said the J5A-30P also contained pneumatic tyres and lifting handles, together with a manual tank drain, safety relief valve, stainless steel braided discharge hose, large canister intake with replaceable filter elements, anti-vibration feet, and pressure gauges for the tank, regulator and outlet.

**IRN**

Chicago Pneumatic has launched new portable compressors for the European market - 7 bar CPS 11.0 (pictured) and 12 bar CPS 11-12 models



## Kaeser invests in manufacturing

Last year, Kaeser Kompressoren broke ground on the development of two new compressor factories in Coburg, Germany. When finished, the new builds will cover a floor area of 20,000 m<sup>2</sup>.

The compressed air specialist said it had enjoyed steady business growth and was investing in increased manufacturing capacity.

It said the two new factories would primarily serve to build rotary screw compressors, which represent one of the company's core competencies. In addition, a logistics facility is also to be developed, scheduled for completion in June 2016.

CEO Thomas Kaeser said the investment would position the manufacturer ideally for further growth.

"Compressor manufacturing will be networked with internal and external logistics and their sales and marketing arms at this factory of the future," he said.

"The aim is to build top quality new and innovative products, optimise productivity and minimise lead times," he added.



Bernhard Brand (Rotary Screw Production Centre), Dr Birgit Weber (second Mayor of Coburg), Thomas Kaeser, Tina-Maria Vlantoussi-Kaeser, Lord Mayor Norbert Tessmer, Dirk Eichhorn-Mödel (Kaeser construction company), Friedrich Herdan (president of Coburg's Chamber of Commerce and Industry).

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# Women in rental

**IRN shines the spotlight on women in senior positions in rental companies and manufacturers targeting the rental industry around the world.**

**T**he global rental industry is a dynamic and fast-paced market, populated by hard working and highly skilled men and women from all walks of life. However, as with the construction and engineering sector in general, the perception can be that it is something of a male-dominated industry.

But this is changing, according to research from the UK at least, where recruiter Randstad CPE said women were expected to make up 26% of the UK's construction workforce by 2020, and are

increasingly taking up senior roles. The European Commission has also published a study on statistical data on women entrepreneurs in Europe, which showed that women entrepreneurs constitute 29% of entrepreneurs (11.6 million) in Europe

IRN caught up with women in senior positions in the global rental and equipment manufacturing industries to find out how they got to be where they are, what they enjoyed the most about their work, and what their forecasts were for their part of the industry this year. **IRN**

## Marzia Giusto, director general, Nacanco

Ms Giusto, a member of the family that has owned powered access equipment rental company Nacanco since it was founded in Spain in 1982, is the director general of Nacanco SpA in Italy, where the aerial platform rental company made its debut in 2001.

"I began in the financial department, and as the company matured and its structure changed, I moved up through the ranks. From 2001 to 2009 we grew very quickly and decided to put a more professional management structure in place. I started taking care of Nacanco Italy in 2007," she said.

"The rental business always changing, and you have to solve a lot of problems. Here in Italy we are focussing on our everyday operations, we need more analysis and statistics; we want to look deeper into each operation. Margins are very hard at the moment so we want to improve efficiency.

"I had the opportunity to join this industry through the family business, but I don't think it makes a difference if you are a man or a woman in this business; the principle is that you have to know your market very well - you have to look deep.

"My feeling is that this year will be flat year for the Italian rental industry. We saw decreases from 2009 to 2014, and will try to recover what we lost. I think the market will probably be better in 2016 - it might be better at least. We are focussing on our approach to the market, with much more attention on the customer. We are also branching out beyond core construction to other markets such as the events and industrial sectors."



## Teresa Kee, director environmental health & safety, NES Rentals

US-based NES Rentals offers a range of equipment for rent from boom and scissor lifts to forklifts, earthmoving machines and on-site equipment such as generators and pumps.

"Before I joined NES, I was working at Sears in the corporate offices, managing all the environmental due diligence, and I put a feeler out with some contacts at the time that Sears was merging and I came across NES rentals. I knew nothing about the aerial work platform (AWP) - moving industry afforded me the opportunity to learn more about health and safety.

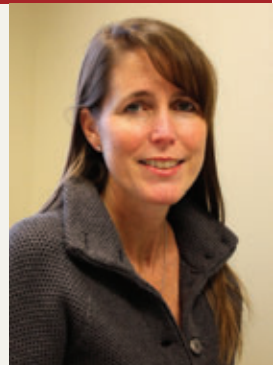
"I think the rental industry is consistent with the construction industry overall, it's a male-dominated industry as a whole. We're trying to improve this at NES. I belong to the National Association of Women in Construction, which had its national conference in September, and we gave the AWP managers' course at that event. It's a great network and support group.

"To get into the rental business you need a willingness to learn. It is a somewhat a specialised industry, and I'm no means a mechanic or a driver - so I would recommend to anyone joining the industry to definitely go through operator training, ride along with the driver, shadow a mechanic, these are the best ways to fully understand what it's like at a branch level.

"This industry can be kind rough and rugged, so it is important that you can get your point across in a calm fashion. Also I would say that having to know a little about a lot of things is probably the biggest challenge of my job.

Ms Kee said the company was expecting a good year in 2015, with an increase over 2014 which itself was a positive trading year. She also forecast that the issue of health and safety would continue to grow on the industry agenda.

"We saw lots of developments in 2013/14 across the industry, including our partnering with IPAF for E-learning. When you start having some of the main players in the industry raising that bar, the industry is going to start expecting it. Quality training programmes are becoming hugely important for our industry."





## Gill Riley, founder/managing director, GGR Group



UK-based GGR Group specialises in the rental of glass vacuum lifters and mini cranes, together with pick and carry cranes, access platforms and other smaller equipment.

"The company has been going 20 years this year," Ms Riley said. "My brother and I set up the company after we went to an exhibition, found some vacuum lifting equipment and started renting them out to the glazing market.

"Then we saw a mini crane at an exhibition, and after that we started importing mini cranes, pick and carry cranes and other equipment. We now import equipment from all over the world, directly employ over 100 people, with around 160 direct and indirect employees altogether. Our turnover for 2014 was just under £20 million (£26 million) - compare that to our initial investment of £5000 (£6596) and you see how far the business has come. I see 2015 being our best year ever, with more growth in 2016 as well.

"I like the people in our industry and I like the industry itself - it is very interesting; there is always something new going on. We are lucky to have some great people working with us - they are friends really, it's a nice company. We've also got a great relationship with lots of our customers, a lot of them are friends and we've been friends with them for years.

"We are specialists, and we are very good at what we do and have an excellent reputation. Health and safety is very important to us, and you'll find it's not quite the same with a lesser competitor.

"I don't think when girls go to university they think 'Oh I might go into construction or plant equipment'. There are lots of families in this business, especially the crane side of things. The father would have started it, then the sons become involved, and a lot of the women go into accounts.

"I've not actually come across too many women myself in plant and construction. I'm proud to say that I have the first female mini crane operator, and she's good - she's really good.

"Getting ahead in this industry is about hard work and believing in yourself. Health and safety is also so important, I cannot stress that enough. So many people ignore it - they focus on undercutting people and trying to cut corners and it's disgraceful."

## Nina Aasland, CEO, Naboen



Norway-based Naboen rents a wide range of equipment from aerial platforms and other access machines to earthmovers, heating and dehumidification as well as garden tools. Ms Aasland founded Naboen in 1996 together with her husband, having both come from companies in the oil industry.

"We had just sold a company in the oil industry and were ready to invest in a new business, we saw there was a great potential for a rental business in Norway," she said.

"It was a tough start but we now have a NOK160 million (€18.5 million) turnover and employ 55 people. I love my job, the most important factor is the people that work with me, and that is why I started a training and business development programme in 2010 - we train to make each other better, by communicating properly, fostering a good team spirit and good co-operation - the concept is to be a good neighbour to one another. Naboen means 'neighbour' in Norwegian.

"The challenging thing about this industry is simply that here are no shortcuts to success, it's only hard work. The training that I introduced for employees is both a challenge and a good thing, for instance. Our mission is to be the best neighbour in Norway - we made a five-year plan with eight goals to reach within that time frame, with 2015 being the last year. They included establishing two new outlets in Oslo and Haugesund, and boosting our annual turnover to NOK60 million (€6.9 million).

"We have actually achieved all eight of our goals from the five-year plan already. In fact, we actually expect to see turnover increase to NOK225 million (€26 million) this year, mostly fuelled by our new presence in Oslo - this is a big generalist rental service right in the capital, so we are expecting to see growth as a result. We haven't had a presence in the capital yet, so I would say organic growth features in our future from this new development.

"I don't think the rental industry has an image problem when it comes to attracting women to senior roles in Norway, but there are few women in senior roles in the international side of the business.

"I have to say that I've been in the rental industry for almost 20 years, and have been quite lonely as a woman. I don't think recruitment in general is a problem - the industry needs to hire more women into senior roles, it is as simple as that. I don't think recruitment in general is a problem.

"I would warn any newcomers - male or female - that the rental industry is a very young, expensive and exciting industry to work in. We need an innovative and skilled workforce to meet the future needs of the rental market."

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## Patty Coleman, director of fleet, Sunstate Equipment



Sunstate is a US-based equipment rental company offering a diverse fleet including aerial equipment to compressors and tools, compaction equipment, trucks and trailers, earthmoving machines, generators and lighting.

Ms Coleman said she was first introduced to the equipment business through her high school's job training programme, which saw her work part-time for a tyre business until she graduated, when she continued to work for the company.

"I ended up asking lots of questions - getting involved with the dispatch and service structure, and learning more about the business. I became assistant manager in a few years, and Sunstate equipment was our number one account so I also got the opportunity to meet and work with lots of people from Sunstate and to get to know the company.

"I had a lot of respect for Sunstate and how it was run, so after I had my family I eventually got an office assistant position at Sunstate in 1990, and just had this thirst to understand why we do things the way we do. I was never happy with the status quo.

"Now I'm celebrating 25 years at Sunstate - I'm in charge of a numbered fleet of around 60000 machines, worth US\$1 billion (£875 million).

"Women are very scarce in our industry, rarely do I encounter women in my day-to-day activity at a senior level. Construction in itself is not an industry that typically attracts a lot of women, unless they've grown up in it.

"My belief is that you are always training your replacement, and should always have a succession plan in place. I see with some new people that they just get it - you see that spark in their eye, you see that they are wanting to learn in an ever-changing environment. And that's exactly the kind of person I want to mentor.

"I would also say that going back to the high schools, the technical schools, the community colleges is also a way to find new people, male or female."

Ms Coleman said Sunstate was bullish on market prospects this year. "After four good years of substantial growth, we are expecting another good year in 2015. We have diversified our customer base over last four years so that we are not as reliant on construction - we branched out into refineries, events etc. We feel pretty confident."

## Yvette Henshall-Bell, managing director global backhoe loader sales, JCB

UK-headquartered manufacturer JCB is a global supplier of construction equipment. Ms Henshall-Bell said she began as a chemical engineer, and after working in that industry for about 10 years, principally designing process plant for refineries and petro chemical plants, she got into the sales and marketing side of the business.

"It was that change of direction that led me to apply for a job at JCB in 2001," she said. "At the start of the recession in 2008 I took on the role of director of sales for UK and Ireland, working with our dealers to sell equipment to all the major rental companies. I took up my current role in 2013.

"I'm dealing with the iconic JCB backhoe loader. It's true to say that many rental companies have moved away from backhoe loaders but I'm confident that that tide will turn with the exciting new products we're planning for the future.

"These will be even more versatile and will carry out more applications, with one machine doing the job of two or maybe more. This will add value not only to the customer who hires the backhoe, but also give income generation opportunities through attachment rental.

"There are lots of opportunities for men and women in this industry and it's not about the gender; it's about the attitude and approach to the industry. In my experience there are more women in the hire business than in the general contracting sector but there is always extra that can be done to encourage more to join."

Ms Henshall-Bell said she would encourage anyone joining the rental industry to work with manufacturers. "Tell us about your challenges and we can work with you to help you evolve machines that can make you more successful.

"The UK rental market is buoyant because there are plenty of new construction projects underway. Internationally, rental hasn't traditionally been as big a proportion of the market but I see that changing and growing.

"There are rental companies operating over a number of countries and that requires co-ordination in the approach that manufacturers have to those rental companies. These are exciting times and as always JCB will work with the rental companies to develop unique and innovative products to make us all successful."



## Paula Manning, vice president and general manager, Century Elevators

US-based Century Elevators is a full-service industrial elevator manufacturer offering a wide range of equipment for sale and rent from rack and pinion elevators to construction hoists, transport platforms and material lifts.

"I've been in this business now since 1997," Ms Manning said, "And every day is different - I perform project management for engineering and sales as well as PR, and representing the company on influential standards development committees.

"I am also on the executive committee and am and president-elect for the Scaffold and Access Industry Association - I will become its first female president in 2016.

"I can't be sitting still, but I find the sheer volume of work a challenge sometime. In 2013, for instance, our company grew over 300% - we had to work out how to maintain the company, to plan for parts and stock. We learnt a lot. We have more than 50 individual hoists and platforms in our fleet and have 39 permanent employees as well as multiple contract employees day-to-day.

"These days I meet more women in positions of power than earlier in my career. I would say the single quickest path to success for any individual, male or female, is knowledge - know your product, know your customer etc. Many of our customers and vendors have also become personal friends.

"2013 was an absolute anomaly for us - it just so happened that everything fell in that year, so we don't use it as a baseline at all. Looking at 2014, it was slower controlled growth in comparison, but it was still a very strong year - we saw growth in our rental market greater than our sales market, actually we doubled our rentals in 2014.

"Half of our business is focussed in the West Coast area, where we are seeing massive growth in the petrochemical industry, as well as significant growth in commercial construction. I believe we will grow our fleet between 20% and 25% in unit terms this year."





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### Ael Bridge @Aymavilles - ITALY

SCAFFOLDING

The bridge, located at the entrance of the Val di Cogne, crosses a valley of 66 meters (height of the bridge from the valley) where the GrandEyvia river flows. The adverse conditions of the site required a flexible scaffold, extremely adaptable and with a high load capacity.

Condor has designed and supplied a MULTICOM ME105 multidirectional scaffolding .The scaffold is designed with an arc shape with the supports on the side slopes of the valley.

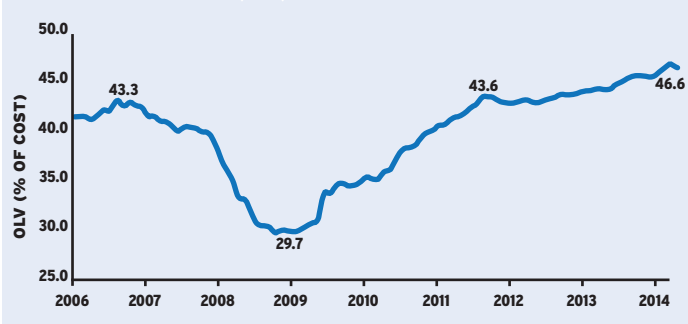
The scaffolding is mounted without anchors to the wall, and the material has been unloaded via helicopter and assembled by scaffolding mountaineers .



**This issue, Rouse Services gives an update on the US market towards the end of last year.**

# A US rental update

## ROUSE VALUE INDEX (RVI)



## December US RVI drops

The December Rouse Value Index (RVI) for used equipment prices decreased to 46.6, down 0.6% from November values. This is 7.6% higher than the prior peak period of 43.3 in April 2007, and 57.0% higher than prior trough period of 29.7 in June 2009.

With the exception of wheeled loaders, all of the fourteen major categories that make up the Rouse Value Index have seen increased values over the last 24 months. The aerial work platform, scissor lifts and excavators categories have seen respective 20% and 16% increases in values over the same period, while wheeled loaders have decreased 2%. Overall, the Rouse Value Index has increased 8% since December 2012.

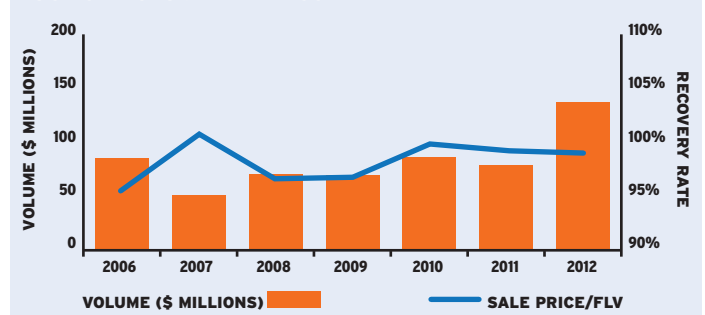
## US auction results down

December auction sales of rental and construction equipment tracked by Rouse averaged 1.1% lower than Rouse November FLV values.

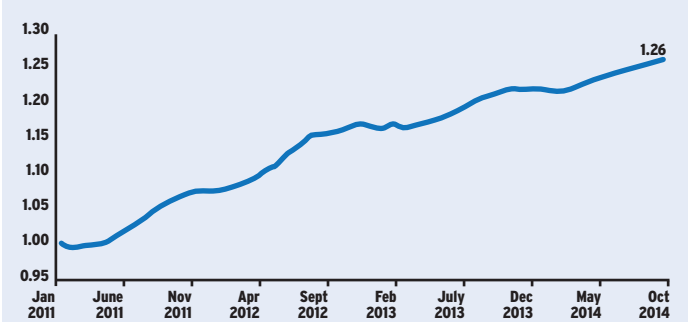
Rouse recorded 5080 units that sold at 41 separate auction sales conducted across North America.

The units represented a combined FLV (as of 30<sup>th</sup> November) of US\$138 million (€122 million) and generated US\$136 million (€120 million) of gross auction proceeds.

## AUCTION VOLUME AND RECOVERY RATE



## ROUSE RATE INDEX: JAN 2011-OCT 2014



## October Rouse Rate Index increases

During October 2014, achieved rental rates as measured by the Rouse Rate Index increased 0.5% on average for the rental companies participating in the Rouse Analytics Rental Metrics Benchmark Service.

Rates were up 3.9% relative to October 2013 and up 26.4% relative to January 2011, when Rouse first started tracking this data.

Physical utilisation, which is seasonal, has remained steady since January 2011, though on larger fleet sizes today.

## Benchmarking update

Rouse Services has added five new rental company participants to its Rental Metrics Benchmark service - it now provides rate and utilisation benchmarking services to 52 equipment rental companies across the US.

Rouse launched its benchmark reporting service in January 2011 in co-operation with the American Rental Association (ARA), with initial participants United Rentals, Hertz Equipment Rental Corporation, H&E Equipment Services, NES Rentals, and Neff Corp.

Over the last three years, it said it added 47 rental companies including Ahern Rentals, Sunstate Equipment and BlueLine Rental, as well as 27 Caterpillar dealers and 17 independent rental companies and heavy equipment dealers.

The service collects invoice-level transaction data and nightly fleet snapshots from participating rental companies and reports industry benchmarks for rental rates, physical utilisation, dollar utilisation, fleet age, and other key performance metrics at a local market level.

US-based Rouse Services is a leader in construction equipment appraisals, used equipment sales support and fleet management analytics, specialising in the rental sector. For more information go to [www.rouseservices.com](http://www.rouseservices.com)



## Definitions:

### Rouse Forced Liquidation Value Index

The average auction (Forced Liquidation Value) recoveries expressed as a percentage of Original Equipment Cost.

### Forced Liquidation Value (FLV)

The estimated gross amount expressed in terms of money

that equipment will typically realise at a properly conducted public auction when the seller is compelled to sell as of a specific date within an approximately one month period.

### Rouse Rate Index

Achieved rental rates relative to January 2011 (when Rouse

Analytics started tracking rate data) for a basket of commonly rented items.

### Physical Utilisation

The percentage of fleet cost which is on-rent during a given period. A unit is "on-rent" if it is at a jobsite earning rental revenue.



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# Remote-control option from Magni

A Magni remote-controlled telehandler is being used for the first time by Dutch firm van den Tillaar Gevelmontage

The ability to control its rotating telehandlers remotely has been added by Italian manufacturer Magni, and its importer for Benelux, Germany and Austria Collé Rental & Sales has introduced the first model.

Magni said that the telehandler could be operated fully with the radio-controlled remote. Driving and stabilising - including extending and

retracting the stabilisers - as well as all of the hydraulic functions of the machine can be operated remotely.

Magni, which was set up in 2012 by Riccardo Magni, said that it had introduced a full range of rotating telehandlers with a lifting capacity 4000 to 6000 kg and lifting height 18 to 35 m. Now the remote control has been added.

Three different function groups - stabilising, transmission and hydraulic - are said to provide full control of the telehandler. The remote control also works fully with the workbasket. For safety reasons the drive functionality can only be operated in transport position. The remote control function is optional on all Magni models.



Italian telehandler firm adds remote control facility to all of its rotating models from 18 to 35 m

## HIGHLIGHT



Altrad Belle has launched a new Eco Midi 20 litre power pack and BHB25X low vibration hydraulic breaker. The power pack boasts a Power on Demand feature that only increases the engine speed when the breaker is being used - saving 50% on fuel usage.

The BHB25X can be serviced without the need to re-gas after dismantling. Altrad Belle said this feature should appeal to rental companies thanks to reduced servicing costs and time.

## New window lifting tool

Manufacturer Smartlift has developed a new window lifting tool - the SL 400 Skyliifter, developed for telescopic

handlers, mini loaders and cranes. The company said it has been designed for lifting windows, façade elements and other smooth-surfaced building components.

The Skyliifter is a 350 kg electrically powered and remote-controlled tool for hydraulic machinery, and Smartlift said its lifting height was only limited by the capacity of its base machine.

It uses vacuum suction to attach to windows and other components, and its electrical controls are said to enable precision manoeuvring of components for final installation without the need for manual lifting.



## Low cost durable clean-up

Ditch Witch has released a new compact vacuum excavator in the US - the MV800, which is said to be a low-cost and durable model designed for clean-up on horizontal directional drilling (HDD) jobsites.

Powered by a 23.1 kW Briggs & Stratton engine, the MV800 is equipped with a 3028 litre spoils tank and offers an optional reverse flow feature and optional hydraulic opening door for spoils removal, as well as an optional water system with a 379 litre water tank and adjustable pressure up to 207 bar for soft excavation tasks such as potholing utilities.

Ditch Witch said the entire MV800 system fitted on a customised, 6350 kg GVWR trailer.



## Flawless flooring

EDCO has launched four new flooring products - the self-propelled Tile Shark, the DDG9 direct-drive grinder, a wedge-less Single-Disc floor grinder, and a Heavy-Duty grinder/concrete polisher (HDG).

The self-propelled Tile Shark is a two-motor tile remover that tackles hard and soft floor coverings including hardwood, ceramic tile, carpet, and rubber coatings using one household outlet. EDCO said its specially designed ramming action, adjustable weight, and isolated power made it different than any other tile remover.

Meanwhile, it said the 110 V DDG9 was a maintenance free tool designed for resurfacing concrete floors in compact areas and removing coatings. The wedge-less Single-Disc floor grinder, for its part, uses self-levelling technology to grind smoothly, while the HDG is a high-powered and heavy weighted floor resurfer designed for industrial strength applications like deep grinding in large areas, removing thick coverings, and levelling. It is also designed to polish residential and smaller commercial concrete floors.





# All roads lead to Rome

**This year the ERA Annual Convention and the European Rental Awards take place in Rome, Italy, and sustainability is a key theme across both events. IRN previews these key appointments on the rental calendar.**

**T**he great and good of the European rental industry will migrate to Italy early this summer for the 10<sup>th</sup> European Rental Association (ERA) Convention, which takes place in Rome on 3 and 4 June at the Melia Hotel.

The theme of this year's convention is "Sustainability as an Opportunity", and a host of high-profile industry speakers and detailed presentations are expected once again to keep the market up-to-date.

Sustainability is also a key theme in this year's European Rental Awards, which this year feature a new award - for Most Sustainable Rental Product of the Year.

Meanwhile, the preliminary programme for the ERA Convention (see below) already boasts an impressive line-up, including Nacanco Italy director general Marzia Giusto, who is also a board member

for the ERA, and Franciska Janzon, from the board management at Ramirent.

Jup van 't Veld, strategic senior consultant at Schuttelaar & Partners, is also a confirmed speaker, as is Christoph Afheldt, business development manager at Zeppelin Rental; Udo Kiesewalter of German trade association VDBUM; and Graham Arundell, who is the managing director of Hire Association Europe and also chairman of the ERA's Committee on Statistics. **IRN**

■ To register for the ERA Convention and for more details of the event, go to the ERA's website at [www.erarental.org/en](http://www.erarental.org/en) and click on the events tab. Smart phone users can scan the QR code to go straight to the event webpage.



## ERA Programme

### WEDNESDAY - 3 June 2015

10.30-14.30: Registration

14.30-15.30:

■ **Sustainability Committee Report** (including simultaneous interpretation into Italian)  
Speaker: *Franciska Janzon*, Ramirent, Committee Chairwoman

■ **Roundtable - Italy**

An overview of the construction equipment rental market in Italy  
Speakers: To be confirmed  
Moderator: To be confirmed

15.30-16.00

**BREAK AND TABLE-TOP EXHIBITION**

16.00-17.15

■ **Plenary Session** (including simultaneous interpretation into Italian)

■ **Welcome to Italy**, *Marzia Giusto*, Nacanco, and Board Member, ERA

■ **ERA's Sustainability Story -**

*Jup van 't Veld*, Schuttelaar

■ **Contractors' view and expectations on Sustainability**  
Moderator: *Nadine Dereza*

17.15-17.45

**BREAK AND TABLE-TOP EXHIBITION**

17.45 - 19.00

■ **Plenary Session** (including simultaneous interpretation into Italian)

■ **How to develop solutions & services in rental**, *Christoph Afheldt*, Zeppelin Rental

■ **Trends in the European Rental Industry**, *Graham Arundell*, HAE and Chairman of the ERA's Committee on Statistics  
Moderator: *Nadine Dereza*

19.30 - 20.30

**COCKTAIL AND TABLE-TOP EXHIBITION**

20.30-23.00

**EUROPEAN RENTAL AWARDS DINNER**

Moderator: *Nadine Dereza*

### THURSDAY - 4 June 2015

08.30 - 09.30

■ **Roundtable: Workshop around sustainability** (including simultaneous interpretation into Italian)

Speakers: To be confirmed  
Moderator: *Jup van 't Veld*, Schuttelaar

■ **Roundtable: Standardisation of telematics**

Speakers: *Udo Kiesewalter*, VDBUM - Update on the development of standardisation  
Others - To be confirmed  
Moderator: *Martin Holmgren*

09.30 - 10.30

■ **ERA General Assembly** (including simultaneous interpretation into Italian)

10.30-11.00

**BREAK AND TABLE-TOP EXHIBITION**

11.00-12.00

■ **Equipment Technology Committee Report**

Speaker: *Martin Holmgren*, Committee Chairman

■ **Promotion Committee Report**

Speaker: *Fiona Perrin*, Committee Chairwoman

12.00-12.30

**BREAK AND TABLE-TOP EXHIBITION**

12.30-13.30

■ **Guest speaker** (including simultaneous interpretation into Italian)

To be confirmed

13.30-15.30

**NETWORKING LUNCH AND TABLE-TOP EXHIBITION**



# European Rental Awards

The eighth European Rental Awards will be held on the evening of Wednesday 3 June at the Melia Hotel in Rome, Italy.



The prestigious awards ceremony is a long-standing and much anticipated event on the industry calendar

The 2015 European Rental Awards, which are jointly organised by *International Rental News* and the European Rental Association (ERA), promise to be another glittering and keenly-anticipated event comprising a dinner and ceremony on 3 June.

The event kicks off with a cocktail reception at 19:30 following the first day of the Convention. After this, dinner is scheduled to start at 20:30, and the awards ceremony officially finishes at 23:00, although there will of course still be time to celebrate at the bar afterwards for anyone who has the stamina to do so.

The awards themselves consist of four categories, together with a special Lifetime Achievement award.

The four award categories will be as follows:

- Large Rental Company of the Year (turnover over €15 million)
- Small/Mid-sized Rental Company of the Year (turnover under €15 million)
- Most Sustainable Rental Product of the year (product launched in late 2013 or during 2014)
- ERA/IRN Rental Person of the Year

The awards were open to any company operating in Europe, and companies did not have to be members of ERA to enter.

The deadline for awards submissions was 20 February, and there was a strong response this year, particularly to the Most Sustainable Rental Product

category - a big thank you to all those companies that entered.

The judging panel for the prestigious awards includes senior representatives from rental companies, manufacturers and rental associations in Europe, plus two members from the award organisers - the ERA and KHL Group, which is the publisher of *International Rental News*.

The judges meet at ERA's Secretariat office in Brussels, Belgium, on 18 March, 2015, to determine the shortlisted companies and winners. The judges are:

- **Xavier du Boijs** (CEO, Kiloutou, France)
- **Marzia Giusto** (CEO, Nacanco & President, Assonolo, Italy)
- **Nicolas Guigon** (Rental & Used Equipment Manager - EAME, Caterpillar)
- **Vesa Koivula** (ERA President & CEO, Cramo, Finland)
- **Murray Pollok** (Managing Editor, *International Rental News*)
- Non-voting chair of the meeting: **Michel Petitjean** (Secretary General, ERA)

■ For more information on attending the event, go to the awards website at [www.khl-group.com/events/rentalawards/](http://www.khl-group.com/events/rentalawards/).

Smart phone users can scan the QR code to go straight to the event webpage.



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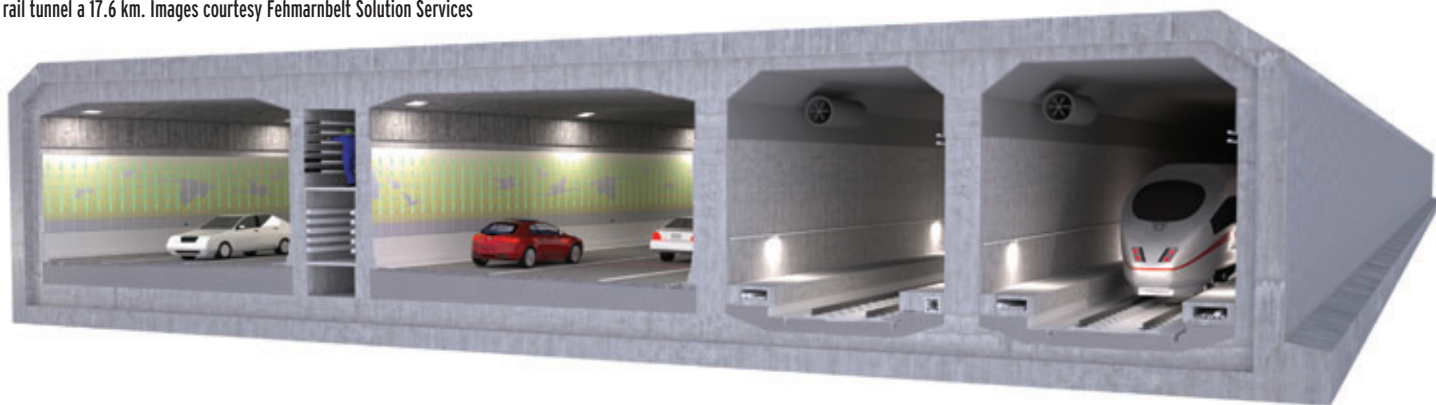


The 2014 European Rental Awards took place in Amsterdam, the Netherlands, at the same time as the ERA Convention and the International Rental Exhibition





The Fehmarnbelt Fixed Link is planned to be the world's longest immersed road and rail tunnel a 17.6 km. Images courtesy Fehmarnbelt Solution Services



# A powerful partnership

**Two of Europe's leading rental companies - Ramirent and Zeppelin - have established a joint venture hoping to win the contract to serve one of Europe's largest infrastructure projects, the Fehmarnbelt Fixed Link. The companies told IRN why this partnership is so significant.**

FEHMARNBELT  
SOLUTION SERVICES 

POWERED BY RAMIRENT & ZEPPELIN RENTAL

Fehmarnbelt Solution Services has been set up to operate as an independent company managed by Ulrich Sandner. Images courtesy Fehmarnbelt Solution Services

**T**he Fehmarnbelt Fixed Link is set to be one of Europe's largest and most important infrastructure projects, connecting Rødbyhavn in Denmark to Puttgarden in Germany when it opens in 2021.

According to Pat Cox, the EU Commission's representative and co-ordinator of the TEN-T (Trans-European Transport Network) Scandinavian-

Mediterranean Corridor, the Fehmarnbelt Fixed Link will not only be a great benefit to Denmark and Germany but to all of Europe. Construction starts this autumn.

The ambitious project, with its construction volume of €6.2 billion, is a key part of the main European transport network which runs from Finland through Sweden, Denmark, Germany, Austria and Italy to Malta.

Once completed, it will be the world's longest immersed tunnel, closing a gap in the infrastructure between Scandinavia and continental Europe, increasing flexibility and accessibility and boosting European trade.

Femern A/S, part of the state-owned Sund & Bælt Holding, is tasked with planning and designing the fixed link across the Fehmarnbelt. The construction tasks have been divided into four major contracts - the immersed tunnel, marine works, installations and portal and ramps - that have been put out to international tender.

## Cross-border collaboration

Nine international consortia have been prequalified to participate in the bid. Furthermore, numerous potential suppliers are waiting in the wings to share in the work on the tunnel project.

Also two of Europe's leading rental and construction



## The Fehmarnbelt Fixed Link in brief

### WHAT:

- The world's longest immersed road and rail tunnel - 17.6 km
- Consisting of 89 tunnel elements, each 217 m long and weighing 73500 tonnes

### WHEN:

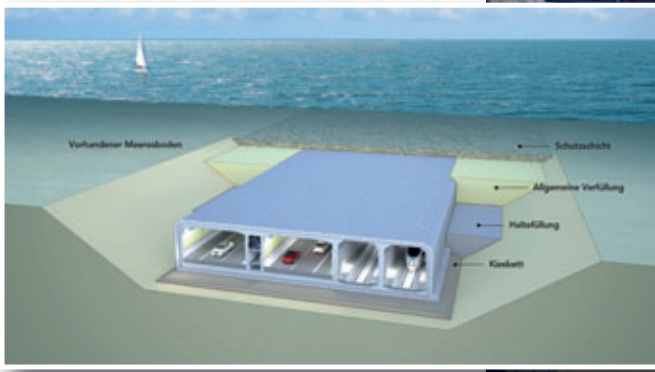
- Construction works estimated to start in autumn 2015 and be completed in 2021
- Distribution of contracts scheduled to be announced late spring
- After the contractor tenders are awarded, supplier bids like that from Fehmarnbelt Solution Services will also be considered

### WHERE:

- Linking Rødbyhavn in Denmark to Puttgarden in Germany
- Two construction sites on either side of the link. Majority of tunnel elements to be produced in purpose-built factory in Rødbyhavn, while tunnel portal in Puttgarden will also be major construction site







Both Ramirent and Zeppelin have long-term experience managing large-scale projects. Ramirent, for instance, provided all rental services needed to establish a new mining area in Northern Sweden (right). Images courtesy Fehmarnbelt Solution Services



site solution providers have entered into a partnership hoping to serve this large-scale project. Ramirent and Zeppelin Rental established a joint venture - Fehmarnbelt Solution Services - that was recently approved by the competition authorities.

"A project of this magnitude requires cross-border collaboration," said Magnus Rosén, president and CEO of Ramirent. "We share our services and the knowledge of the labour markets and business practices in both countries. Potential customers benefit from customised one-stop-solutions for the entire lifecycle of the project on both the Danish and the German side."

Zeppelin Rental chairman Wolfgang Hahnenberg added, "We quickly realised the opportunities and challenges and recognised the need for a strong and reliable partner."

"Talking with Ramirent, we came to an agreement - our services complement each other ideally, and we both have the same high standards of quality and customer orientation."

Fehmarnbelt Solution Services has been set up to operate as an independent company. It is managed by Ulrich Sandner, who has long-term experience in the construction industry as well as in rental business. The graduated mechanical engineer started his professional career in a civil engineering company. Since 1990, he has worked at Zeppelin group where he held several leading positions in product management, sales and rental.

Mr Sandner sees good possibilities for Fehmarnbelt Solution Services to participate in the project. "We

are well-positioned in the market. By combining the resources and know-how of Ramirent and Zeppelin Rental we are able to provide a unique set of services, ranging from site installation and project management to inspection and approval."

The dimensions of the project are huge - 89 elements, each weighing 73500 tonnes, will be immersed to the floor of the Fehmarnbelt. The majority of them would be produced in a large purpose-built factory near Rødbyhavn that equals approximately 420 football fields.

Construction sites and work harbours will be established on both sides of the link. Residential and camp services for thousands of employees will be needed as well as site installation, various equipment and lots of additional services.

### Broad range

Fehmarnbelt Solution Services has done its homework. The broad range of services comprises modular space, equipment rental services, maintenance and repair, logistics management and consulting, temporary infrastructure, energy and climate solutions, facility management services, access control, waste management and other construction-related services.

Also, highly specialised services like materials testing of steel construction and concrete building and safety trainings are available. As Mr Sandner said, even some new investment is conceivable.

Fehmarnbelt Solution Services says it would offer rental depots on the Danish and German side, both

with a 24/7 service on site. "We intend to be located as close as possible to the construction sites in order to offer prompt service," Mr Sandner said. "Right now we are talking to several landowners and will come to a decision in the next weeks."

Furthermore, both partners have long-term experience in managing large-scale projects. Ramirent, for instance, provided all rental services needed to establish a new mining area in Northern Sweden, with new underground installations, a new concentrator and surrounding infrastructure.

Thorough understanding of the regulations and routines of the mining industry as well as providing reliable power and heating solutions was required to ensure the high HSE standards requested.

The experts co-ordinated the transportation of lifts and cranes, installed safety equipment, provided access control for 1200 employees, planned and calculated the required power and heating supply needed for the project and carried out the installations.

Moreover, they installed office space and changing rooms for the workforce with 350 modules and organised cleaning and catering for the modules.

Another example is the A-Plus Fraport in Frankfurt, Germany. Zeppelin Streif Baulogistik executed the logistics for the airport construction site including the installation and management of infrastructure, energy supply and services like access control, guarding and waste disposal.

The construction work has to be carried out in the safety area, directly beside the airport ramp during regular airport operations. The company co-ordinated about 100000 single transports, provided access control for 15000 employees, installed and maintained 15 km electric lines and water pipes; 9 km slip guard and emergency escape route signage, 450 containers.

Furthermore it organised waste disposal logistics, cleaning and winter road maintenance of 180000 m<sup>3</sup> of terminal area.

Currently everybody is waiting curiously for the distribution of contracts announced for late spring. "Once the construction consortium is selected everything steps out quickly," explained Mr Sandner. After the contractor contracts are awarded, supplier bids like that from Fehmarnbelt Solution Services will also be considered.

"In the meantime, we will continue to set up our organisation in order to be well prepared and support the involved companies right from the start with customised solutions and provide the framework for safety and efficiently operating the construction site."

IRN





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# Sustainability as an opportunity

## A look ahead at the key dates on this year's European Rental Calendar – the ERA Convention and European Rental Awards.

The 10<sup>th</sup> ERA Convention will take place on 3 and 4 June in Rome, on the subject of Sustainability as an Opportunity. On the evening of 3 June, the Rental Awards Dinner will reward the Most Sustainable Rental Product of the Year, as well as the large rental company of the year, the small/mid-sized rental company of the year and the ERA/IRN rental person of the year.

Sustainability is a priority for ERA, as the Board noted reviewing the results of the membership survey carried out in 2013 and defining the priorities for the activities of the Association's Committees for the three years to come. For that reason, ERA's former Committee on Sustainability was revived, at the end of 2013.

In 2014, the Committee, chaired by Franciska Janzon, senior vice president of marketing, communications and investor relations at Ramirent, decided to mandate an external consultant to help look deeper into the idea that rental is sustainable.

Schuttelaar & Partners, a Dutch consulting company specialised in Sustainability and Health, was selected and started interviewing a representative sample of stakeholders of our industry (European rental companies, national rental associations, OEMs) and collecting information from their websites.



During the last meeting of the Sustainability Committee, on 3 February, Schuttelaar summarised the results of its work, forming a "catalogue" of the information obtained from desk research and interviews.

### Supply chain drivers

The "state of play" in the European rental sector is that the sustainability strategy of rental companies is mainly driven by the requirements of their supply chain, including suppliers, customers and customers' customers. Health and safety are already well spread and regulated, whereas environment is a relatively new topic and lacks regulations at national and European level.

In addition, whereas sustainability requirements can appear as a burden for the small and medium companies in our industry, they often become a business opportunity for the largest rental companies.

The business impact of environmental issues varies across countries: rental companies from Nordic countries and from the UK are working on reducing their environmental impact, whereas Southern Europe is more concerned with price pressure.

The most significant best practices identified are related to:

- The selection of trusted sustainable suppliers and of sustainable rental equipment;
- The support to customers to help them reducing their environmental impact on a site or improving their health and safety behaviour;
- The optimisation of fleet transportation;
- The reduction of energy, waste and water consumption;
- The recycling of waste and of equipment, etc.

Obviously, rental is sustainable. However, it appears that some differences exist, depending on the countries, on the size of the company, on the customers, etc.

The European Rental Association wants to actively help all its members (including the members of the national rental associations) to be more sustainable and realising why they have to do so.

ERA also works on promoting the rental industry as a sustainable business towards the European authorities and towards the customers. As far as European authorities are concerned, ERA monitors European Union legislation and defines the position of the European rental business.

Sustainability being the motto of ERA's next Convention, ERA wants to demonstrate to the European rental industry how important and necessary sustainability is and that only the rental companies understanding and taking the measures to be sustainable will have a promising future and will turn to their advantage the fact that "rental is sustainable".

The registration to the Convention and to the Awards Rental Dinner open, go to [www.erarental.org/en/events/convention/era-convention-2015](http://www.erarental.org/en/events/convention/era-convention-2015). Alternatively, for more information, please contact ERA Secretariat, [era@erarental.org](mailto:era@erarental.org).

Also, the ERA together with IMDER, the Turkish Construction Equipment Distributors and Manufacturers Association, are organising two training days on 12 and 13 March, in Istanbul, Turkey. ■



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KEYNOTE



**Chris Davies**  
CEO, HSS Hire  
**Why I think rental is about customers not products**

KEYNOTE



**Enilson Moreira de Lima**  
Chief Executive Officer, A Geradora, Brazil  
**Managing a Rental Business in a High Growth Economy**



■ **Jim Barr**  
Vice President/General Manager Greater China Sales and Service, Terex AWP  
**China's growing aerial platform sector**



■ **Michel Petitjean**  
Secretary General, European Rental Association, Belgium  
**The Benefits of Cooperation in the Rental Business**



■ **Jia Li Cai**  
Managing Director, Machinery Management & Rental Division of the China Construction Industry Association (CCIA)  
**China's rental market: historical roots and conditions for growth**



■ **Bai Ri**  
IPAF China Representative  
**Round-table session – aerial platform rental**



■ **Tomie Chan**  
Sales manager, Haulotte China  
**Round-table session – aerial platform rental**



■ **Vivek Soni**  
co-CEO & CFO, Gemeni Equipment and Rentals, India  
**Strategies for Rental Companies in Developing Markets**



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Chief Executive Officer, Mongolia Holdings (Hertz franchise), Mongolia  
**Mongolia as an Equipment Rental Opportunity**



■ **Ni Xinli**  
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**The future of earthmoving rental in China**



■ **Desmond Ong**  
Founder & CEO, Galmon  
**Round-table session – aerial platform rental**



■ **Chunyu Zhang**  
General Manager, Shanghai Horizon Equipment & Engineering Co  
**Views from a new rental company**

\*Speaker line-up subject to change

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# People news

## FROM THE WORLD'S RENTAL INDUSTRY



■ UK-based rental company Hewden has appointed former Speedy Services COO **Adrian Murphy** as its new CEO, replacing Kevin Parkes, who stepped down at the end of January. Hewden said Mr Murphy, who has also been managing director of Hilti, would take the role with immediate effect.



**Parks** as its chief operating officer (COO). Parks most recently was the company's regional vice president for the Atlantic region for the last 17 years. "Mr. Parks will play a key role in positioning Neff Corp. for continued marketplace success," said Graham Hood, Neff CEO.

■ Sweden-based pump manufacturer Grindex has appointed **Andreas Malmport** as its new managing director. Before joining Grindex, Mr Malmport was vice president and head of ABB Mining Sweden, as well as global head of underground mining at ABB Group. In his new role, Mr Malmport will be responsible for managing, developing, and driving revenue and profitable growth within Grindex.



■ Atlas Copco Portable Energy has appointed two new product marketing managers and a new R&D manager to support its rapid expansion of its pump business. Ola Hällgren is now responsible for the development and marketing of electrical pumps and Joakim Cronstrand will oversee diesel pumps. **Martin Lindskog** is the new R&D Manager.



■ US-headquartered rental company Neff Corp has appointed **Westley**

■ Holt Cat, the Caterpillar equipment and engine dealer for 118 counties in Texas, has appointed **Bert Fulgium**

## Lift & Move USA launched

A new event, organised by KHL in partnership with the Specialised Carriers & Rigging Association (SCRA) and in co-operation with Skills USA is launching this year - Lift & Move USA.

This is a two-day careers event taking place at the Chicago Marriott Midway hotel in Chicago, US, from 16 to 17 June. Targeted at recent high school or college graduates and military veterans, or anyone looking for a new direction, the event is aimed at helping those that want to find a great career in the crane, rigging and specialised transport industries.

Today's crane and heavy transport companies operate sophisticated, million-dollar equipment and provide expert services to household name customers in the infrastructure, oil and gas and petrochemicals industries.

The industry offers stimulating and rewarding career opportunities in dozens of roles, from crane operators to riggers, truck drivers, mechanics, welders and IT specialists, as well as branch managers and CAD engineers.

The kinds of vocational, technical and service opportunities available in the crane, rigging and heavy transport sectors may appeal in particular to students involved in Skills USA programmes. Skills USA is a national organisation that helps students prepare for careers in technical, skilled and service occupations.

For more details on the event, including how to register, go to [www.liftandmoveusa.com](http://www.liftandmoveusa.com) or use a smart phone to scan the QR code below and go straight to the website.



as vice president of product support for its machine division. Mr Fulgium began his career Holt Cat in 2002. Prior to his new position, he served as the vice president of product support for Holt Cat's Power Systems division. In his new role, Mr Fulgium will oversee all Cat heavy equipment parts and service operations throughout Holt Cat's operating territory.

■ Temporary accommodation rental company Kube has appointed



**Gordon MacDonald**, previously managing director of Elliott Hire, as its new COO, and Colin Robinson as its new commercial director. Mr Robinson was previously a director within a global financial markets trading company. Kube said the new expanded team would enable it to provide a 'one stop' modular solution for accommodation from the initial concept to onsite operation.

■ UK-based excavation support specialist Groundforce is stepping up its presence in Europe with the appointment of

**Peter Richardson** to head up the major projects team for the region. Mr Richardson has represented Groundforce since 2008 advising on marketing and acquisition of major shoring projects in Scandinavia, Germany, Switzerland and France. His new role will include the continued acquisition of major project work across the EU, together with forming a dedicated major projects team for the continent complementing and leveraging the existing UK business.



## GAM's global sales convention

Spanish rental company GAM held its global sales convention at its headquarters in Oviedo, in the Asturias region of Spain at the end of last year. The event hosted the directors of all the countries in which the company operates, as well as the most prominent members of their management teams.

Throughout the week, the event featured several working sessions to discuss in depth the growth opportunities offered by the different markets in which GAM is present as well as medium-term objectives.

The company said around 50 managers directly involved in the international area, joined commercial equipment, fleet managers, logistics specialists and technical departments from different parts of the Iberian Peninsula. A total of 220 people participated in the event.







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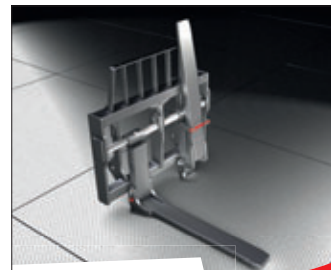
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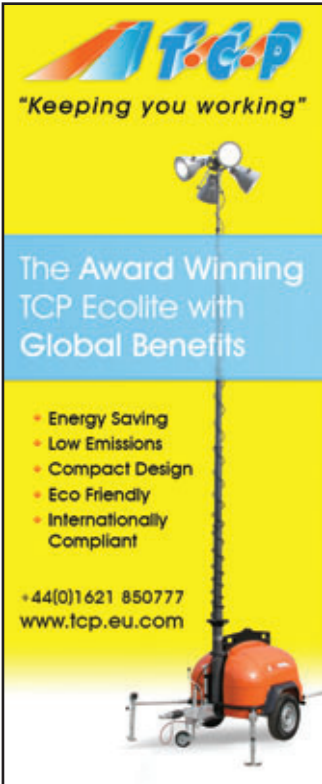
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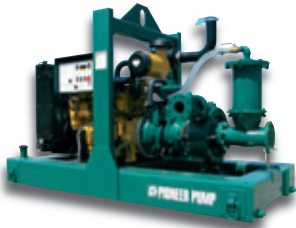
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