

INTERNATIONAL

rental

NEWS

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comment

Re-connection and recovery

After a hiatus, trade show season is upon us, promising a return to something like the normal rental industry calendar.

For those able to attend events, there will be anticipation, along with some trepidation because, of course, things aren't yet exactly as they once were. The line-ups for Matexpo in September (Belgium), GIS (Italy), the ARA Show (US) and the International Rental Conference (China) in October all demonstrate the changed times in which business operates, with safety Covid-19 guidelines applying. This year's IRC will for example, be closed to all but domestic visitors, as the Chinese government maintains strict border closures.

Despite that, the direction of travel is about getting back to business, and this will be widely welcomed by the rental industry.

To an event of particular significance to IRN, the ERA Convention on 29 and 30 September in Amsterdam, along with the European Rental Awards on 29 September. This year's Convention and Awards have particular significance, bringing Europe's rental industry together 'in person' for the first time since May 2019, when they took place in Madrid.

Elsewhere, the sense of optimism is apparent. This issue's interview with Gary Bernardez, CEO of AMECO (page 13) shows a company re-positioning itself under new ownership and financial backing, with its eye on expansion.

Still on North America, our US market report also makes for encouraging reading, as demand for construction and industrial services paired with stimulus measures point to recovery for the US rental market. According to research company GlobalData, the US construction industry is forecast to grow 3.3% a year between 2021 and 2025, following the Senate's passing of the new US\$550 billion infrastructure bill.

Rental recovery will follow close behind, a trend likely to find its echo in other mature markets.

Belinda Smart
Editor

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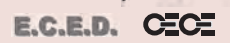
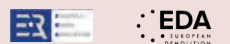
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...outside

Bobcat's E10e electric mini-excavator – story starts page 19



DIARY DATES

2021

MATEXPO 2021

8-12 September, 2021
Kortrijk, Belgium

ALH CONFERENCE

14 September, 2021
Virtual

VERTIKAL DAYS

22-23 September, 2021
Peterborough, UKERA CONVENTION
& AWARDS29 and 30 September
Amsterdam, The Netherlands

GIS EXPO 2021

7-9 October, 2021
Piacenza, Italy

ARA SHOW

17-20 October, 2021
Las Vegas, US

ARA: 2022 rental revenues to surpass 2019's record

Strong demand in the U.S. for construction and industrial services, paired with the likely passage of the Infrastructure Investment and Jobs Act of 2021, are the leading factors behind the American Rental Association's (ARA) updated outlook.

Construction and industrial segment revenues are expected to dramatically increase by 11.9 percent to \$38.9 billion in 2022, surpassing the record \$37.7 billion in revenue set in 2019. With the likely passage

of the Infrastructure Investment and Jobs Act of 2021 (IIJA) by the U.S. Congress, the ARA said the future forecast for equipment rental revenue in 2022 and beyond is predicted to be robust.

Overall, the ARA forecast calls for a hefty 9.68 percent increase in revenue in 2022 to reach nearly \$52.5 billion, surpassing the equipment rental industry's previous peak revenue of nearly \$51 billion in 2019. Growth is expected to be 3.9 percent in 2023, 2.4 percent in 2024 and 3.5 percent

in 2025 to total \$57.7 billion.

The outlook for equipment rental revenue, comprised of the construction/industrial and general tool segments, has improved over the last quarter. The updated second quarter forecast released by the American Rental Association (ARA) now calls for equipment rental revenue to exceed \$47.8 billion in 2021, nearly a 3.5 percent increase over 2020 and greater than last quarter's forecast that called for a 3.1 percent increase this year.

NEWS IN BRIEF

■ US company Herc Rentals has entered an agreement to acquire all the assets of Texas based CBS Rentals. CBS has 12 locations throughout Texas, as well as in New Mexico and Tennessee.

■ Auctioneer Ritchie Bros. has agreed to acquire Euro Auctions for UK£775 million (US\$1.07 billion). Euro Auctions is a heavy machinery auctioneer operating in EMEA (Europe, Middle East and Africa).

■ GAP Hire Solutions (UK) has taken on the CESAR ECV Scheme for ride-on units. CESAR (Construction and Agricultural Equipment Security and Registration Scheme) ECV (Emissions Compliance Verification) identifies the emission stage of a machine.

Hitachi to pursue rental market in North America

Japanese manufacturer Hitachi Construction Machinery will pursue growth in the Americas rental market under its own brand following the ending of its joint venture with US-based John Deere in the region.

Hitachi said it will continue to expand the Arizona-based ACME wholesale rental business in which it first invested in 2018. After February 2022 – when the JV with Deere ends – it will add dealer-rental operations under the 'Premium Rental' brand that its dealers also use in Europe.

ACME is already operating a wholesale rental business in North America with Hitachi excavators.

It is understood that in future ACME will expand the wholesale rental

business with both rental company customers and Hitachi dealers.

In addition, Hitachi will supply machines directly to its dealers in North America to create the Premium Rental service. These dealers will also offer used equipment through a 'Premium Used' business.

ACME recently sold its aerial platform rental business to United Rentals.

It is not clear if the Premium Rental service will be offered by dealers in North America or all the Americas.

Hitachi said; "Going forward, in addition to expanding ACME's transactions with regional and national rental companies, we will expand Hitachi Construction



Machinery's unique rental business in cooperation with its dealer network."

On 23 August Hitachi and Deere announced that their joint venture had come to an end.

ERA issues guidelines on telematics data for rental

The European Rental Association (ERA) has issued guidance to equipment manufacturers on the telematics data that rental companies need. The three documents cover earthmoving equipment, access and gensets/compressors.

The reports by the association's Technical Committee – Data points telematics ERA – detail the telematics priorities of equipment rental companies based on the ISO 15143-3 standard and aim to help OEMs provide the data that rental companies need.

ERA said the guidance should be read "not as an agreement on a downgraded standard. Rental companies require at least all the data defined in ISO 15143-3, but some data are more urgent than others."

The documents can be downloaded at: erarental.org/publications/data-points-telematics-era/

Doosan Infracore Europe has launched new wheeled excavators that are Stage V compliant; the DX140W-7 (pictured) and DX160W-7. The new Series-7 models are said to provide "significantly higher performance in every area" than Doosan's previous generation machines. Both offer four power modes and are fitted with a 6-cylinder Doosan DL06 engine, which provides 102 kW (137 hp) at 2000 rpm. Both have a maximum digging depth of 5025 mm and an over arm digging force of 10 t.



UK modular buildings supplier Wernick acquires AVDanzer



Makinex has launched the new Dual-Phase 23kW 480V generator, which is said to have a "unique alternator configuration" that powers 120V and 480V simultaneously with no loss on either circuit. It measures approximately 91.5cm by 63.5cm by 91.5cm, making it "the smallest dual-phase 23kw 480V generator on the market." The genset, along with other releases from Makinex, will be on display at the ARA Show from 17 to 20 October in Las Vegas.

UK company Wernick, which supplies modular buildings, portable cabins and temporary accommodation for sale or hire, has acquired UK modular manufacturer and rental company AVDanzer.

The acquisition will see Wernick, which has 32 locations throughout the UK, add manufacturing capabilities and increase its fleet with more than 2,000 cabins and modular bays.

AVDanzer (also known in the market as Danzer) is a Manchester-based supplier of modular buildings for sale or for rental. It caters to major infrastructure and development projects in the UK, with examples including the London Power Tunnels Project and the nuclear power station at Hinkley Point in Somerset.

It also services a range of sectors

and can provide schools, hospitals, offices, laboratories and sports facilities.

Following the acquisition AVDanzer's Brentwood (Essex) depot will become a part of Wernick's depots in Essex and Kent.

AVDanzer will continue to operate from its sites in Manchester and Langley Mill in Derbyshire, northern England. The manufacture of anti-vandal steel at Langley Mill will continue trading under the AVDanzer brand.

Wernick Group Chairman, David Wernick said the company had "strong admiration for Danzer's manufacturing capability and products" adding that "after initial discussion it quickly became apparent that both family-owned businesses share the same values of excellent



customer service, outstanding product quality, focus on safety, and keeping things simple.

"We are delighted to welcome the Danzer team to the family and look forward to sharing ideas and growing the business further."

Cat to exhibit through Zeppelin at Bauma

Cat has confirmed it will not exhibit as a corporate entity at Bauma in Germany next October, with its German dealer Zeppelin Baumaschinen assuming responsibility.

Previously, the two companies had a joint stand at the show, which takes place every three years. Instead, Zeppelin will display a range of Cat construction equipment, services and solutions in Munich from 24-30 October 2022.

Christophe Pelé, Caterpillar vice

president with responsibility for Europe, Africa, the Middle East and Eurasia (EAME), indicated the decision was the result of a shift in Cat's investment in marketing.

"Caterpillar is focused on delivering ongoing interactions with customers by expanding its marketing engagements across Europe, Africa,

the Middle East and Eurasia, using multiple channels," he said.

The previous Bauma Germany in 2019 saw Caterpillar and Zeppelin Cat jointly taking 13,000 square metres of exhibit space.

On show in 2019 was a range of Cat equipment, technology and services including 64 machines, 20 of them

new releases, as well as work tools and support services.

Zeppelin Baumaschinen, the largest company in the Zeppelin Group, has been a sales and service partner for Caterpillar Germany since 1954. The company is a dealer for Cat in Germany, as well as in 12 other countries in Europe and Eurasia.

IRN Rental Share Index

COMPANY		SHARE PRICES			% change
		Start date 07/01/06	Previous mth 9/7/21	Current mth 2/9/21	
Ashtead Group (UK/US)	UK£	1.83	55.2	57.9	+5.0%
Emeco	A\$	—	1.15	1.12	-2.6%
GAM SA (Spain)	€	8	1.47	1.49	+1.4%
Herc Rentals	US\$	—	109.9	129.7	+18.1%
HSS Hire	UK£	—	0.20	0.18	-10.0%
H&E Equipment	US\$	—	30.8	33.6	+9.0%
Kanamoto	Yen	841	2529	2558	+1.1%
Nishio Rent All	Yen	2480	3030	2971	-1.9%
Speedy Hire (UK)	UK£	8.32	0.72	0.69	-4.2%
United Rentals (US)	US\$	24.9	306.2	347.3	+13.4%
VP PLC	UK£	2.74	9.08	10.3	+13.4%
WillScot	US\$	—	27.5	29.6	+7.7%
IRN INDEX		100	729.6	752.0	+3.1%

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.



PEOPLE NEWS



■ **Martin Wraith** has been appointed to a new role at the International Powered Access Federation (IPAF), to oversee the IPAF Rental+ standard for its hire members relating to quality and safety in the MEWP rental industry.

The IPAF UK Country and Irish councils have mandated that new and existing rental company members should be audited to meet the standard as a condition of membership.

■ US software company Point of Rental has appointed **Chase Kincaid** Senior Vice President of Sales and **Matt Ross** Senior Vice President of Global Finance.

Point of Rental CEO Wayne Harris said the appointments were in line with the company's plans to "play a role in developing the rental industry worldwide."

CNH Industrial acquires Sampierana

CNH Industrial is to purchase 90% of the capital stock of Sampierana S.p.A., a privately-owned Italian company that specialises in the development, manufacturing and commercialisation of earthmoving machines, undercarriages and spare parts.

It will obtain 100% control of the company over four years following closing of the transaction.

"This latest strategic acquisition will further accelerate the profitable growth of our construction equipment business. Sampierana's exceptional portfolio solidifies our presence in critical market segments and provides our dealers and customers access to industry-leading products backed by our brand, distribution, and manufacturing experience," said Scott Wine, CEO of CNH Industrial.

An Eurocomach compact wheeled loader by Sampierana

This acquisition will enable CNH Industrial's Construction Equipment business to integrate Eurocomach mini and midi excavators, Sampierana undercarriages and spare parts into its product offering alongside those of its existing third-party OEM partners.

Sampierana has its headquarters and production sites in Italy, as well as a fully controlled subsidiary with production facilities in Kunshan, China.

The debt and cash free consideration for the total transaction will be equal to €101.8 million subject to certain



closing and post-closing adjustments. The consideration will be funded with available cash on hand of CNH Industrial.

The deal is expected to be closed in the fourth quarter of 2021, subject to the satisfaction of customary closing conditions.

CNH Industrial N.V. is an Italian American multinational corporation, with global headquarters in the UK.

Wacker Neuson growth offset by supply issues

Buoyed by rental and construction demand in the Asia Pacific, Europe and the Americas, German compact equipment manufacturer Wacker Neuson Group has reported revenues of €928.3 million for the first six

months of 2021, up 16.5% on €796.7 million last year.

Overall earnings for the half were up dramatically, with EBIT of €100.1 million, up 98.6% or almost double compared to €50.4 million for the

previous corresponding half.

However, supply chain delays, driven by the surge in demand from stimulus measures to counter the Covid-19 crisis, are the group's "biggest challenge for the foreseeable future."

Despite order intake accelerating in the first half, disruptions to global supply chains have resulted in still ongoing fulfilment delays.

Highlights in Wacker Neuson's half year result include Asia-Pacific revenue up 49.8% to €32.8 million compared to €21.9 million last year.

Australia "developed exceptionally positively" buoyed by an extended dealer network and increased focus on independent rental companies.

Business also strengthened in Europe; Germany, Austria and the UK showed construction sector growth, partly driven by the Group's dumper releases, which saw revenue reach €174.7 million, up 13.9% on the same period last year (€153.4 million).

In the Americas, revenue was up 10.5% to €158.4 million compared to €143.4 million in the same half last year, aided by growing confidence and demand from rental companies towards the end of the first quarter.

Wacker Neuson Group CEO Karl Tragl, said, "Demand for our products is developing dynamically but recent weeks have seen our supply chains severely overstretched, and in some cases, interrupted."



Rental information from IRN

In addition to the published magazine, IRN provides rental news and information in a variety of formats:

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Award winning performance

As the rental industry's awards draw near, Kevin Appleton asks: what are awards really for, and how do judges know true achievement when they see it?

It's awards season again. Truth be told, it's Awards season pretty much every day of the year now. An industry which hardly existed outside of film and theatre when I started work forty years ago is today pretty much ubiquitous across all kinds of activities. But, specifically, it is the European Rental Awards season – happening at the end of September – and whilst I've ventured an opinion on most things over my years of writing in *IRN* I don't believe that industry awards have ever come into my particular spotlight. This changes now.

Let me offer a confession up front. Although I'm as susceptible to flattery as the next person and certainly not averse to being in the spotlight, I am notoriously diffident when it comes to entering awards. Part of this is for reasons of personal belief.



KEVIN APPLETON is an experienced senior executive and advisor in the rental, logistics and construction service industries. He is a former CEO of Lavendon Group and Travis Perkins Builders Merchants and is currently chairman and/or non-executive director of a number of companies in the rental, construction services and logistics sectors. To comment on these articles e-mail: IRNfeedback@khl.com

I may be susceptible to flattery, but I also realise that flattery is not good for my emotional, spiritual or psychological balance and so I try to screen it out. I listen to critique, generally, much more readily than to acclamation. So, for me, to go and actively seek what feels like acclamation sits very uncomfortably with how I seek to govern the rest of my life.

The operating plan

However, I also firmly believe in the merits of objective evaluation and, as far as possible, putting my own prejudices to one side. I have certainly led organisations which have submitted – and even won – industry awards across a number of sectors. So, whilst my personal attitude towards awards is one of caution I have, on occasion, actively supported colleagues in making awards submissions. Here's why.

Any organisation that thrives over time has a culture of change and adaptability. Without it, the organisation would wither as it continued to serve a clientele or market slowly dying while new habits, methods and buying patterns formed elsewhere. The effort involved in maintaining such a culture is not to be underestimated. We have not become the prime species on this planet through the course of millennia by being aggressive risk takers, but rather the opposite. So when any organisation is able to galvanise a sub-set of our species into taking risks that will make them unpopular with many colleagues, see them working longer hours and where they face multiple mini-failures before they glimpse success, we need to recognise that achievement, don't we? And there, it seems to me, we have the principal proposition in favour of awards ceremonies.



At their best, industry awards offer a process whereby the tribe of hard-working risk-takers within an organisation are able to structure and showcase all the hard work they have put in – often in the face of internal opposition – and to demonstrate that it is at least starting to bear fruit. It is their opportunity, in an acceptable way, to put on their finery for a moment of celebration of their doggedness in the face of the nay-sayers.

The operating plan

There is another side to awards though, let's be honest. This is when the award itself becomes The Thing. The goal of the participant isn't actually to showcase genuine change and improvement in an organisation but, rather, to put a PR gloss on business as usual and then look to maximise the public trumpeting of any eventual award. I have seen this used to distract attention from the fact that so little was actually going on in an organisation that it needed a shower of glitter to make it appear alive, even if only for the evening of the ceremony.

The job of judges – and it's a really tough one – is to differentiate the first type of applicant from the second. I have confidence that this year's European Rental Awards judging panel will do this well and I offer my hearty congratulations to whoever the worthy winners turn out to be. **IRN**

“ At their best, industry awards offer a process whereby the tribe of hard-working risk-takers within an organisation are able to structure and showcase all the hard work they have put in – often in the face of internal opposition – and to demonstrate that it is at least starting to bear fruit. ”



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The new AMECO

Can Gary Bernardez grow an independent AMECO North America into a real force in the North American process and contracting sector? He talks to *IRN's* Murray Pollok.

Gary Bernardez may have returned to the role of CEO at AMECO that he held from 2001 to 2012, but he finds himself at a very different company. The business now operates only in North America and is owned by private equity firm One Equity Partners, the investor that acquired the North American operations of AMECO from Fluor Corp earlier this year.

Fluor is still in the process of selling other parts of AMECO – the Caribbean operation has been divested and it is looking for buyers for its South American and African operations – but AMECO North America is up and running as an independent entity, and Bernardez has the task of making it a success.

Speaking to *IRN* from AMECO's corporate head office in Greenville, South Carolina – an office he remembers commissioning before leaving in 2012 - he jokes that there will no longer be 15-hour flights to projects in South Africa. In other respects, though, it will be just as challenging.

The historic links to Fluor

One of AMECO's JLG lifts working at in a process environment.



– 75 years as the in-house equipment and support services division – together with its ongoing involvement in Fluor projects, mean that the former parent remains a key customer.

Diversification

However, it has to diversify its business beyond Fluor, which means Bernardez will need to tread a careful path between valuing and earning work with Fluor while winning new customers.

He says Fluor has been helpful as AMECO finds its own feet; “We have some internal agreements as part of the transaction that help us extend the benefits and all the things that AMECO currently has through Fluor, until we stand those up on our own. And we have a master service agreement with Fluor

that tries to emulate the way the relationship has worked for seventy-five years.

The separation process is “a little more complicated than easy” but retaining the work with Fluor will be essential. “We have to earn the business with Fluor. We always have. So, we will continue to do that. We have some interesting co-location and relationship agreements that help facilitate the continuation of the way it's worked, but we still have to earn that.”

However, the reliance on Fluor will inevitably diminish. Bernardez thinks that over a five-year period the proportion of its activity with Fluor should reduce to around 20%.

In some ways that harks back to an earlier period when AMECO's strategy was to expand externally and grow internationally. At its height, that Fluor-related business was as low as 10% (in 2017 it was number eight in the *IRN*100 list). In recent years, however, AMECO became more of an in-house service operation for the parent.

“We had a run back there where we served a tremendous number of external clients”, he >

“ We have a clear-cut mandate with our new owner, One Equity Partners, to extend AMECO to the North American construction and maintenance market and get on with it. ”

GARY BERNARDEZ,
CEO of AMECO North America.

“ We have to earn the business with Fluor. So, we will continue to do that. We have some interesting co-location and relationship agreements that help facilitate the continuation of the way it’s worked, but we still have to earn that. ”

GARY BERNARDEZ, CEO of AMECO North America.

says, “So, now we have what I would call a clear-cut mandate with our new owner, One Equity Partners, to extend AMECO to the North American construction and maintenance market and get on with it.

“Fluor is our largest single customer, but AMECO is still pretty diverse in North America outside of Fluor. And our job is to make that even more diverse.”

‘New economy’ opportunity

That diversification will not mean ignoring AMECO’s experience working inside a major EPC contractor; “We can unleash AMECO because there were people that wouldn’t do business with us before, because we were owned by Fluor”, he says.

“Being co-located and integrated with a very large EPC contractor, we would do a lot of things to have that same relationship with three, four, five more of those. We think that gives us the opportunity to pretty quickly ramp up that kind of a relationship with very targeted customers... We can’t ignore the historical experience in the process, energy, oil and gas space. We have a tremendous resume there.”

However, AMECO will begin a big push into other sectors such as ‘new economy’ sites such as battery manufacture, automotive and solar projects, and the wider construction and maintenance market.

“We can apply our asset management and site services approach to those kinds of large-scale projects. And then we’ve got our eye on some of

this advanced technology, those larger scale, industrialized technical projects that we just apply the same front-end involvement with either the contractor or owner.”

Point of difference

AMECO will not be competing directly with the major rental chains like Sunbelt or United. In fact, he says they have good partnerships with them.

Rather, AMECO will take a more strategic approach; “One of the bigger changes we’re looking at or thinking of doing is trying to show value in looking at either the client or the contractor’s capital projects over a multiple period. We can bring some additional value other than just on a project-by-project basis.

“And when we start thinking like an owner, we find we ask better questions, right? In some cases, we have the relationships with those owners, so we’re working to position as their asset management advisor.”

He asks, for example, how you move from first project into maintenance; “What can you take from an asset base into your operating and maintenance business, and really think through the more optimal way to manage those project sites, managing the assets that they need longer term.

“We see owners getting a bit more involved in some of those decisions because the contracting world is going through a bit of a reshuffling. The

An AMECO ‘tool trailer’ on a jobsite.



owners are looking at what they can do to make sure their project is coming on time and under budget and the contractors have to match up to some of those owners. We can play in both those spaces.”

He says AMECO’s sweet spot is mid to large size projects, where they can help contractors manage complex projects; “When we get plugged into a contractor on the front end, given our 75 years of living inside a contractor, we can do some things commercially, service level wise, that make us a little different. I think that bring more value to a contract.”

Unlike the full-line rental chains, AMECO typical ‘bundle’ would involve some cranes, general tools, contractor supplies; “We are able to extend that kind of asset management approach all the way through tool, supply, consumables, to support the different crafts on a site.

“And then we also have a scaffolding solution, and a 3D modeling capability to integrate a scaffolding solution into the contractor’s execution. We own a significant amount of scaffold inventory that we can bring to projects. “So, I would call that a standard bundle. When we start talking to a contractor about multiple projects, then we’re really focused on what we call the indirect solution.”

He mentions add-on services such as fuelling, the supply of welding rods, transportation; “All those things that a contractor is struggling to manage. And if they have one contracting entity that they can look to that says, I know you have X percent of this job covered under your contracting structure. Then why isn’t that a more efficient way than them hiring more staff and being involved in more end pieces that they really don’t have the same competence that we have because we focus on it every day.”

Sub-contracted service

Technology will play a part as well, for field management, knowing where everything is; “We have a fairly robust system that I think can become part of the client’s site infrastructure. We’re in some dialogue right now on how we augment our core tool tracking capability to broaden its ability to do some things for either the contractor or the owner at their sites.”

“So, we might not be bleeding edge [in technology], but it’s going to be there enough to help us live up to the commitment we make to a client.”

Despite his aim to differentiate AMECO from standard rental companies, there is no escaping the competitive element; “They’re definitely not standing by watching us do whatever we want... But actually, we have an extremely good relationship

AMECO holds a large inventory of scaffolding, and offers 3D modelling services.





with a few of those large-scale partners because we we're not going to advertise the largest fleet on the ground. It's just not the model we have... We're a little more of a subcontracted service than a pure rental house, and I'm perfectly fine describing it that way."

That also translates into a different approach to company locations. AMECO often operates out of on-site locations, not just in the southeast and Gulf Coast areas, but also in Canada on projects in Western Canada – such as the Kitimat LNG site – as well as with Irving Oil in Eastern Canada. "I think one of our clients has 60 facilities all over the place, and we're there", says Bernardez.

The diversification beyond energy and oil and gas markets could also encompass large civil engineering projects, even though the 'heavy' aside of construction has not been a traditional strength. "We just got done doing a very large civil package, which is a bit unique for AMECO. When it comes to infrastructure and those types of things, we have some incredible experience from our South American operations that the world just doesn't know a lot about, as we worked all those mines for 20 years."

He says AMECO is now in a "deep dive" into whether it could play a more significant role in "civil, horizontal kinds of construction". There will be "more to come" on that, he tells *IRN*.

Ambitious goals

Bernardez says the wider contracting business is going through changes that may benefit AMECO. "Coming out of the recent craziness of two years, and the uncertainty of what's going to come out of the ground, we're hearing words like we want a 'construction light' model, we've got to relook at our balance sheet.

"We have a tremendous resume of helping clients – not just EPC contractors – rethink what they need to own. And then being able to bring a solution that obviously incorporates rental, but it's a little broader than that."

"In some of the cases of people we're talking to, it could involve the transition of some [equipment] to where we would incorporate that into our fleet. And that could even mean taking on some of their estimating people, some of their fleet management people, because they're just trying to figure out what they really want to be good at."

Bernardez points to other advantages in being independent. As a stand-alone business, rather than a non-core division of a massive operation, "we can attract some very interesting talent, because that's what we do for a living."

He adds that One Equity Partners will provide more choice when it comes to investing in its fleet, such as OEM financing or third-party leasing; "The former AMECO really didn't have the luxury or the flexibility to do that."

“ We're a little more of a subcontracted service than a pure rental house, and I'm perfectly fine describing it that way. ”

GARY BERNARDEZ,
CEO of AMECO North America.



AMECO's equipment fleet includes cranes under 200 tonnes capacity.

The new owners are in it for a return on investment, of course, but Bernardez gives them credit for their persistence and patience through a long acquisition process, with work starting 35 months before the announcement; "They have a nice portfolio of companies, some similar to AMECO when it comes to field service, such as engine rebuild companies. They know the industrial space very well."

The targets for the business are quite ambitious, with a doubling of size within four years. There could be some M&A activity in that, but Bernardez says it will "mostly be an organic unleashing of AMECO in the marketplace, leveraging that experience that we've talked about with contractors, and really building a pipeline of work."

He says the timing is good, with the world learning to live with the pandemic and "compressed investment starting to come out of the ground."

His own appetite appears undimmed after a nine-year break from the business, during which he helped run a concrete pumping business in Denver, do some consulting work, and teach at his alma mater, Clemson University.

He says it was great on his return to see "some terrific faces that are still here" among its 400 employees and he has been happy to see the team "hit the ground running."

A big part of his job now is to support that workforce, "getting them re-engaged and expanding the business outside of our traditional lanes. It's good to see people smiling and fired up." **IRN**

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Time to re-connect

With travel to the Netherlands now open to most European citizens, The ERA Convention and the European Rental Awards will bring Europe's rental industry together 'in person' for the first time since May 2019, when they took place in Madrid.

This year's ERA Convention will take place on 29 and 30 September at the Postillion Hotel in Amsterdam alongside the European Rental Awards on 29 September.

Themed 'Smart Rental', the convention will focus on digitalisation and data and opportunities for success offered by digital technologies.

Meanwhile, jointly organised by the European Rental Association (ERA) and *International Rental*

News (IRN) the awards will offer an in-person opportunity to celebrate innovation in Europe's equipment rental industry, and to network with industry colleagues.

Travel update for The Netherlands

At the time of writing, the majority of European citizens are able to travel to the Netherlands, with the only requirement being proof of vaccination or a negative Covid test.

The Dutch government provides detailed guidance for travellers depending on whether they are entering from within the EU/Schengen area or from outside the EU/Schengen area.

The Dutch government guidance defines the requirements from travellers from 'safe countries' and 'very high-risk countries' and visitors are advised to refer to www.government.nl for detailed information relating to their country and circumstances.

Travelling from UK or India

The UK and India are both in the 'very high risk' category. Visitors need a negative Covid test before travel and then are required to quarantine for 10 days on arrival (reduced to five days after a positive test). The quarantine is mandatory. Visitors must



The details

WHAT: ERA Convention and European Rental Awards

WHEN: 29 to 30 September, with Awards on 29 September

WHERE: Postillion Hotel, Amsterdam

WEBSITES:

Convention bookings:

<https://erarental.org/event/era-convention-2021-smart-rental/>

Awards information:

www.khl.com/rentalawards

also complete a health declaration and carry it during travel.

Traveling from the USA

The USA is on the safe list and only proof of vaccination or a negative test result is required for travel. Visitors should complete a health declaration and carry it during travel. **IRN**

ERA Convention: speaker and presentation highlights

DAY 1, 29 SEPTEMBER

'Smart Rental' presentations:

'Using data to improve the customer experience'

Norty Turner, Senior Vice President, Services & Advanced Solutions, United Rentals

'Transforming a business with digital technology'

Stefan Ponea, Founder and CEO, Industrial Access – Mateco Romania

DAY 2, 30 SEPTEMBER

Workshop presentation speakers:

Alex Schuessler, Founder and President, SmartEquip

Peter-Jan Bentein, NVL (Nederlandse Vereniging van Leasemaatschappijen) (Speaker tbc) Inauro

Awards shortlist

The European Rental Awards will be a key event in this year's programme, taking place on the evening of day one, 29 September, at the Postillion Hotel in Amsterdam. The shortlists for each category are:

SMALL RENTAL COMPANY OF THE YEAR (<€15M REVENUES)

- Elavation Platforms (UK)
- PSM Plant (UK)
- Noleggio Lorini (Italy)
- Vertex (Russia)

LARGE RENTAL COMPANY OF THE YEAR (>€15 M REVENUES)

- Ardent Hire Solutions (UK)
- LoxamHune (Spain)
- Sunbelt Rentals (UK)
- WeRent (Italy)

RENTAL PRODUCT OF THE YEAR

- GenQuip Groundhog – Unisex solar hybrid toilet
- JCB – 525-60E Electric Loadall
- Niftylift – HR15NE electric boom
- Nixon Hire – Solar Pod
- Trime – X-Solar Hybrid LED lighting tower

BEST DIGITAL INNOVATION

- Ardent Hire Solutions – Ardent digital platform
- Mollo Noleggio – Rental document digitalisation
- Spartan Solutions – PROPHES predictive analytics
- Sunbelt Rentals – Sunfest virtual festival
- Trackunit – Trackunit Kin for non-powered assets
- Zeppelin Rental – customer eProcurement interface

ERA TECHNICAL COMMITTEE AWARD (Judged by ERA's Technical Committee)

- Genie
- JCB
- Manitou

(Note: this award is not based on submitted entries, but on committee choices.)

SUSTAINABILITY COMMITTEE AWARD: BEST SAFETY INNOVATION

(Judged by ERA's Sustainability Committee)

- Ardent Hire
- Kiloutou
- Wacker Neuson

RENTAL PERSON OF THE YEAR

Will be announced at the dinner.

LIFETIME ACHIEVEMENT AWARD

Will be announced at the dinner.

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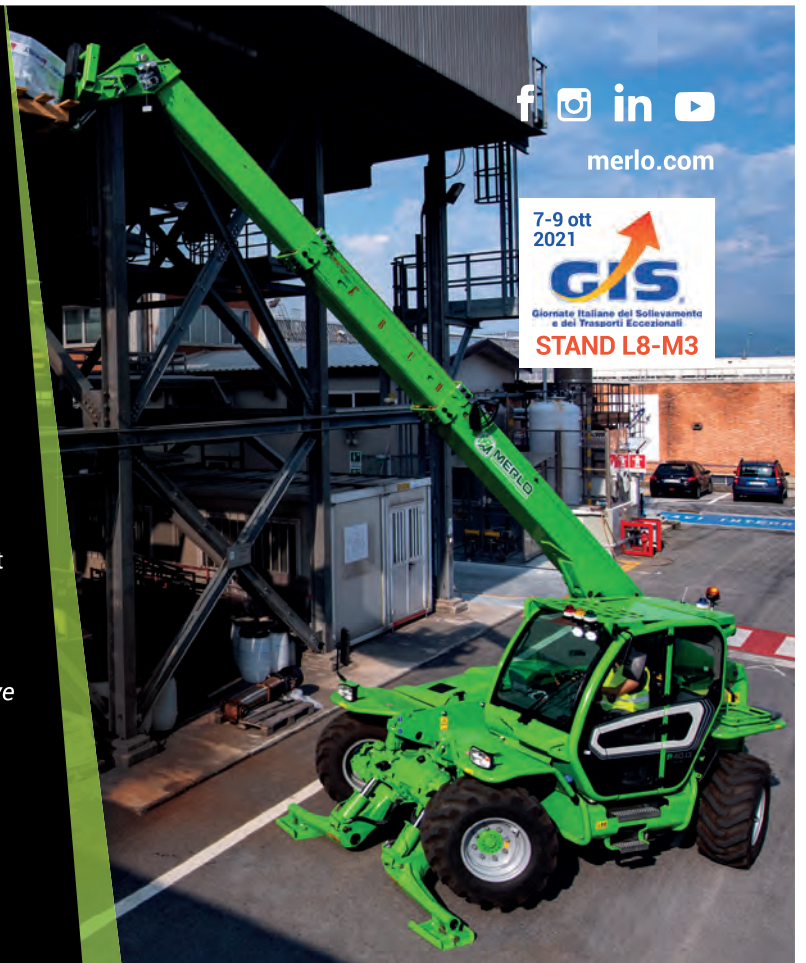
Frame equipped with independent control stabilizers.

Safety system: ASCS - Adaptive Stability Control System with 10.1" screen.

Hydraulic system with double variable displacement Load Sensing pump.

85,9kW/115HP engines.

Hydrostatic transmission with EPD - Eco Power Drive electronic management system.



New power

Heightened focus on hybrid and electric equipment is spurring manufacturers to invest in and partner on new technologies. Belinda Smart reports.

Considering recent events, it's a safe bet that focus on hybrid and electric technology is set to sharpen further in the construction equipment market.

In the weeks leading up to the publication of this issue of *IRN*, the Intergovernmental Panel on Climate Change (IPCC) released its report on climate change, signalling 'code red for humanity.' Meanwhile according to The World Green Building Council, buildings are currently responsible for around 40% of global energy related carbon emissions. While the exact impact of construction machinery isn't outlined, what's clear is that over 10% of those carbon emissions are from materials and construction.

Even more immediately apparent in the world of construction equipment is the push towards not just green, but quiet construction sites in many of the developed world's cities.

Some equipment manufacturers, such as Volvo Construction Equipment (Volvo CE), began to anticipate demand for low emissions operations and output some time ago and have made formal commitments to reach net-zero emissions by 2040, both in their own operations and the machines they produce.

Another example is JCB, whose low emissions releases encompass the mini excavator, mini site dumper, telescopic forklift and access platforms



JCB's new 1TE dumper is said to deliver zero emissions at the point of use.

categories. Most recently, it launched the 525-60E, (reviewed in *International Rental News'* July-August 2021 edition), an electric Loadall telescopic handler with a maximum lift capacity of 2.5 tonnes and proven performance that equals its diesel counterpart.

Whatever form their commitment to emissions reduction takes, manufacturers servicing mature markets are investigating or investing in hybrid and electric options.

Excavator advances

Machines working in urban areas at the lower end of the size range are ripe for electrification and Bobcat's E10e zero tail swing (ZTS) 1 tonne electric

mini-excavator is a case in point.

The E10e ZTS is now in production at the Bobcat compact equipment manufacturing plant in Dobris, in the Czech Republic for sales to EMEA (Europe, the Middle East and Africa). Sales to the North America then Asian markets will follow.

Designed for indoor demolition and basement digging, or urban and city centre developments, its low noise makes it suited to night-time work and contracts in quiet zones such as hospitals or schools.

Bobcat describes the E10e as the world's first >



Bobcat describes the E10e as the world's first 1 tonne electric mini-excavator.



Swedish construction equipment manufacturer Huddig is claiming to have the first commercially available diesel-electric hybrid backhoe loader on the market. Huddig says the Tigon has 30% more power than its diesel counterpart and can run entirely on electricity or fossil-free on HVO 100 diesel.

one tonne electric mini-excavator, combining zero emissions, low noise and a width of just 71 cm, allowing it to pass through standard doors and in and out of lifts.

The E10e has a lithium-ion, maintenance-free battery pack with a management system, designed to fit within the standard machine envelope to maintain the machine's ZTS profile. The machine can be operated for up to four hours on one charge and by using an optional external 400V supercharger, it can be recharged to 80% of its capacity in less than two hours.

As reported by *Construction Europe* magazine (Steve Ducker – June edition), Volvo CE has introduced three hybrid excavators described as offering fuel efficiency improvement of up to 17% compared to conventional machines. The range comes in the form of an enhanced 30-tonne class EC300E Hybrid excavator, and the introduction of the technology in two new machines – the 25-tonne class EC250E Hybrid and 35-tonne class EC350E Hybrid.

All three machines use a novel hydraulic hybrid technology from Volvo CE that harvests "free" energy generated by the down motion of the excavator's boom. The boom-down motions charge

Access developments

Palazzani Industrie has recently updated the hybrid system used in its spider lifts, as part of its new Hybrid project to improve the efficiency of its hybrid machines.

Already available with several of the manufacturer's equipment models, the new Hybrid2 generation engines are an update of its previous hybrid power systems.

They feature a new heavy duty lithium-ion battery pack that can be recharged both while the machine is in use and while in storage.

Palazzani told *IRN* sister publication *Access International* its TSJ25, TSJ27, TSJ30.1, TSJ39 and TZ330 models are the first to be made available with the updated power system.

a hydraulic accumulator, which then stores and delivers energy to drive a hydraulic assist motor that helps power the engine system.

Innovations to the EC300E Hybrid include a 10% improvement in fuel efficiency, thanks to intelligent electro-hydraulic and new D8M Volvo engine, and a 700 kg heavier counterweight, providing stability and a 5% increase in across-lifting capacity.

In August, Kubota launched a mini excavator powered by a LPG gas engine. The KX019-4SI is a 1.7 tonne model that uses Kubota's Stage V WG972 -L-E4 spark ignition engine, powered by LPG, for use on sites in low emission zones, with a variable track suitable for restricted access. While not strictly electric or hybrid, the machine responds to rising demand for low emission products

Electric dumpers

The market for electric dumpers is gaining traction, particularly in Europe, where quiet, low carbon construction sites are required in urban areas, and Kubota's recent release could be said to meet that demand.

To meet this need, alongside the launch of the KX019-4SI LPG mini excavator, Kubota also released a fully electric tracked dumper.

The Kubota KC70H-4e is fitted with a low noise 48V lithium battery engine that can be charged up to 80% in just 1.5 hours, with a single 3-hour charge providing a full day's work. The zero emission machine weighs 590kg and has a 700kg load capacity.

Meanwhile JCB launched the 1TE, its first electric site dumper some months ago; a one tonne high-tip model powered by lithium-ion battery technology.

Designed to work indoors, underground and in emissions-sensitive areas, the 1TE electric dumper is described as the "partner" to JCB's 19C-1E electric mini excavator.

The 1TE is said to deliver zero emissions at the point of use and low noise levels and is intended for the European and North American markets.

Other features include fast charge capability, full shift operation in typical use and a high-tip skip design for loading into skips and larger containers.

The dumper has a full steel skip and heavy-duty articulated chassis and full-time all-wheel drive.

Power is from two 5kWh lithium-ion batteries,

Wacker Neuson's new APS vibratory plates feature a maintenance-free electric motor and rechargeable lithium-ion battery.



Wacker Neuson has launched range of vibratory plates offering "100% emission-free work and energy savings of over 70%".

With centrifugal forces ranging between 10 and 13kNW, the new APS Series comprises three models – the APS1030e, APS1135e and the APS1340e – with base widths of 30, 35 and 40cm respectively.

The APS vibratory plates are suitable for standard soil and fresh asphalt compaction applications and feature a maintenance-free electric motor and rechargeable lithium-ion battery, which can be changed without tools thanks to its modular design.

Wacker Neuson said they work "without direct exhaust emissions" for use in areas with low-emission regulations or trenching and shoring applications.

capable of providing full shift operation in normal use, which can be recharged from conventional site electrical supplies, with 110V and 230V cables available. The optional JCB Universal Charger can be used to rapid charge the batteries for extended operation.

The machine offers a maximum payload of 1,000kg and a maximum load over height of 2,392mm.

Joint ventures

June this year has seen the announcement of a collaboration between Komatsu and Honda on the development of a micro electric excavator. As reported in *Construction Europe* (June) the resulting electric PC01 is powered by a Honda Mobile Power Pack, or MPP, which also powers Honda's scooters and Business Bike series.

End uses for the new machine include installing utilities, landscaping and agricultural tasks, as well as indoor applications. A key point of difference is that the operator straddles the machine, which has no cab or canopy.

Komatsu says it intends to launch the electric PC01 by the end of its fiscal 2021, in other words March 31, 2022.

Advantages of the excavator include that the Honda MPP can be swapped out without the need to recharge the battery, simplifying the power supply.

In mid-2021 Swiss multinational power and robotics specialist ABB and Hitachi Construction Machinery confirmed they have joined forces



The Kubota KC70H-4e electric tracked dumper – a single 3-hour charge powers a day's work.



to develop a zero-emission battery electric rigid dump truck.

The dump truck will operate by using a new onboard electrification system. This will draw its energy requirements from an energy supply system with dynamic charging, allowing simultaneous charging of the onboard energy storage system while providing energy to power the truck.

China releases

China-based OEM Shandong Lingong, known as SDLG, has launched the E660F-Ex electric excavator, which uses lithium battery technology. It can achieve zero emissions, reduce noise levels by 12 decibels, and reduce operating costs by a third compared with traditional products, according to the company.

The excavator is suited to work in confined spaces and urban environments and also has faster acceleration at low speeds than its diesel counterpart.

Chinese manufacturer LiuGong's electric remote controlled wheeled loader.

Another China-based OEM LiuGong has launched the 856E MAX Intelligent Remote Control Electric wheeled loader.

The zero emissions machine offers low energy consumption and low noise. It uses a new lithium



China-based OEM Shandong Lingong, (SDLG) the E660F-Ex electric excavator, which uses lithium battery technology.

iron phosphate battery which can power the machine for up to eight hours. With high energy density of battery, the service life of the cell reaches 4,000 times of charging and discharging.

The loader has a construction management platform based on IoT, intelligent shovel loader, 5G and remote control. **IRN**



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US market rallies

Stimulus measures and pent-up demand as the worst of the Covid-19 crisis abates point to an upswing for the US market, but supply chain disruption remains a preoccupation. IRN Editor Belinda Smart reports.

Strong demand for construction and industrial services paired with stimulus measures look set to be factors behind a marked recovery for the US rental market, following a challenging 18 months.

The path to recovery isn't without obstacles however, as supply issues could remain a challenge into the medium and even the longer term.

Nevertheless, The American Rental Association (ARA)'s updated outlook, released in August, points to a generally optimistic future, with the hoped-for passage of the Infrastructure Investment Bill, predicted to boost equipment rental revenue for 2022.

Overall, the ARA forecast called for 9.68 percent increase in revenue in 2022 to reach nearly \$52.5 billion, surpassing the equipment rental industry's previous peak revenue of nearly \$51 billion in 2019.

According to research company GlobalData, the US construction industry is predicted to grow by an average of 3.3% a year between 2021 and 2025, following the US Senate's passing of the new US\$550 billion infrastructure bill announced by President Joe Biden.

While at the time of writing the bill had yet to

be approved by the US House of Representatives, GlobalData said it would likely see the US spend around US\$1.4 trillion (€1.2 trillion) on infrastructure over the next eight years.

This renewed buoyancy is reflected in the latest results and forecast from the world's largest equipment company, United Rentals. In July, United announced second quarter total revenues of \$2.287 billion for the three months to June 30, with equipment rentals accounting for more than 85% of that figure at \$1.951 billion.

Ashstead, owner of Sunbelt Rentals, is demonstrating a return to growth too. Its 2021 financial report showed rental revenue for the fourth quarter up 15% over last year and up 14% when compared with the same period a year ago.

For Herc Rentals the picture is the same, posting upbeat Q2 and H1 2021 results. Its total revenues were up 33.4% to \$490.9 million compared to \$368.0 million in the prior-year period, supported by a \$120.4 million rise in equipment rental revenue.

Herc President and CEO Larry Silber's statement on the results indicated the US is entering a favourable climate for rental businesses.

"Tight supply of new equipment and steady

“Tight supply of new equipment and steady demand from a number of key markets have provided a positive operating environment.”

LARRY SILBER,
President and CEO, Herc Rentals.

demand from a number of key markets have provided a positive operating environment," he said.

With a return to growth also come new initiatives or developments. The recent announcement that John Deere and Hitachi will end their long-time joint venture in the Americas in February 2022 opens the way for Hitachi to pursue its own strategy, and rental will be a part of that.

Hitachi already owns a share of Arizona-based, wholesale rental specialist ACME, and will also create a 'Premium Rental' offering through its dealers. ACME, meanwhile, recently sold its aerial platform rental assets to United Rentals and will now focus on wholesale rentals of Hitachi machines,



United Rentals has raised its total revenue outlook for 2021 to \$9.45-\$9.75 billion from the previous outlook of \$9.05-\$9.45 billion.

“While we did anticipate a gradual growth in aerial equipment sales as job sites began to reopen and demand for equipment increased, the volume came both earlier and faster than expected across all our product lines.”

TIM MORRIS, JLG Senior Vice President of Sales, Market Development, Marketing and Customer Support, Americas.

The metal framing of a high-rise construction site is shown in downtown Los Angeles.

PHOTO CREDIT: REUTERS – BY MIKE BLAKE.





Demand is on the rise in the US for sustainable machines like Skyjack's SJ20 vertical mast.

as well as supplying fleet to future Hitachi dealers.

The attractions of the US rental market are also highlighted by The Home Depots' continued investment in the sector, most recently adding online rentals to the services it is offering, mainly targeted at its 'Pro' customers.

Sustainability focus

Amid the optimism, the Biden administration is feeling the pressure to act on climate change following the UN's most comprehensive climate report to date. Environmental responsibility is increasingly being seen as a benchmark of performance in the US, forming a primary part of leading companies' making environmental, social, and governance (ESG) commitments. Ashstead

Covid-19 a mixed bag for US sales

According to *IRN* sister company Off-Highway Research, the US market for smaller machines benefited from focus on home upgrades during the pandemic, while larger machines took a hit but are expected to recover thanks to US stimulus measures.

Off-Highway Managing Director Chris Sleight tells *IRN* in collating sales figures to date and future forecasts, Off-Highway split results between compact lightweight equipment (under about 10 tonnes) and heavy machinery "because the dynamic for the two has been different since Covid-19."

"Sales of smaller equipment barely fell at all last year and are now seeing good growth. This is due to buoyancy in the residential market. Part of this is driven by the forced move to working from home for many office workers, who have invested in extending their homes to add office space.

"Heavy machines are bigger ticket items, so you would expect their sales to fall off in times of financial stress and uncertainty. This is clearly what happened in 2020. However, there should be an increase in the coming years as infrastructure activity increases."

Total sales of compact and midi equipment under 10 tonnes, dropped minimally to 191,795 in 2020 from 195,709 in 2019. For heavy equipment the drop was more marked, 47,225 in 2020 from 64,602 in 2019.

Sales for specific equipment types reflect this trend. Mini excavators totalled 50,400 in 2019 and grew to 55,145 for 2020. The predicted total for 2021 is 62,000.

The total for wheeled loaders greater than 80 HP was 15,340 in 2020 compared to 19,475 in 2019 and is expected to rise to 17,500 for 2021.

/ Sunbelt's recent investor presentation outlines its strategic plan, Sunbelt 3.0, including ESG as one of five actionable components to enhance transparency regarding its activities. The company says its biggest commitment in this area is to decrease carbon intensity by 35% by the year 2030, with a shorter-term goal to reduce carbon intensity by 15% by 2024.

Herc Rentals has also committed to reduce the impact of Scope 1 emissions - direct emissions that occur from sources controlled or owned by the company, and Scope 2 GHG emissions - the result of activities from assets not owned or controlled by the company but that it indirectly impacts in its value chain - by 25% by 2030. It is also "evaluating and developing a detailed process and methodology" to track Scope 3 emissions, indirect emissions released upstream and downstream in a company's value chain.

Manufacturers' perspective

Equipment manufacturers are responding to demand as the US ramps up its construction and infrastructure building activities, although lack of supply and cost issues remain a challenge, as evidenced by reports from aerial platform specialists JLG and Skyjack.

Tim Morris, JLG Senior Vice President of Sales, Market Development, Marketing and Customer Support, Americas, told *IRN*, "The US rental market has pleasantly surprised us this year with a strong rebound.

"While we did anticipate a gradual growth in aerial equipment sales as job sites began to reopen and demand for equipment increased, the volume came both earlier and faster than expected across all our product lines including boom and scissor lifts, telescopic handlers and low-level access equipment."

However, "continued uphill battles" continue to hamper the rental equipment sector.

"Supply chain constraints continue to be a challenge and raw materials costs continue to climb. With the US inflation rate hitting a 13-year high in recent weeks both manufacturers and all those who are part of the rental industry ecosystem are experiencing unprecedented pricing pressures. We continue to work closely with both our suppliers and our customers to navigate this period with as little disruption and impact as possible."

For now, "Manufacturers cannot build machinery quick enough to meet pent up demand," he says.

For JLG, that demand extends across all product classes, although specific category growth in key areas is driven by factors including urbanisation and the rise of warehouse construction, as a result of the growth of online shopping caused by the pandemic. The building of data centres is another growth driver.

With urbanisation driving demand for compact equipment, higher capacity machines and higher-reaching models, JLG recently entered the micro scissor category with its ES 1330 and ES 1530 scissors. It has also introduced the new 1030P low-level access lift for indoor use in place of ladders and scaffolding. In the telehandler category, it now offers an ultra-compact model, the SkyTrak 3013.

Warehouse construction requires continuous placement of utilities at a fixed height, and JLG has >



designed its new RT and ERT line of scissor lifts to meet this need. Its new DaVinci scissor lift is suited for indoor work at data centres, which requires lightweight, environmentally friendly machines for confined areas.

Morris adds that another factor of concern during the pandemic was oil and gas market fluctuations as the US “essentially became stationary overnight” due to the cessation of commuting and travel, although this was offset by demand for heating fuel in lockdown as people spent longer periods of time at home.

However that “home front” activity also means that as the US emerges from the crisis, residential construction growth indicates healthy rental equipment demand. “The surge in residential housing is certainly helping contribute to the fast recovery in demand for aerial and material handling equipment in this post-pandemic economy.”

Meanwhile for Skyjack most product classes are seeing high-double and triple-digit growth compared to Q2 2020.

“As construction activity continues to increase in North America, Skyjack is seeing a strong demand for all its products by the rental market,” vice president Malcolm Early told IRN.

In particular, demand for sustainable rental machines that decrease total cost of ownership is being met by Skyjack’s SJ20 vertical mast that features full electric drive. Its new 40ft and 60ft booms that offer emission regulation benefits



JLG notes high demand for the JLG 1075 telehandler, which eliminates the need for cranes.

through smaller engines are also in demand, along with the SJ3013 micro scissor, and the largest rough terrain scissor lift to date, the SJ9664 RT.

On the down side however, “Skyjack was impacted by the pandemic-induced disruptions in global supply chains which had significant repercussions on build rates,” says Early. “There was a major steel shortage throughout the supply chain in 2020.”

And while the supply issues at one point concerned rough terrains, booms, and telehandlers – Early says

the situation has now developed across the board.

“The overall impact is that initial commodity price projections have had to be substantially revised and still remain very volatile. For the industry this means prices moving upward. It has coincided with strong customer demand as things get back to normal as Covid restrictions ease. What this means for Skyjack is that it is now very much focused on orders for 2022.”

“As Covid-19 restrictions continue to ease in North America and build rates increase, the access industry is experiencing increased demand. Skyjack is already seeing orders for next year.”

Skyjack is also watching the issue of antidumping and countervailing duty on MEWPs unfolding in the US. “Earlier this year, some OEMs started a Coalition of American Manufacturers of Mobile Access Equipment to petition the US government to investigate their concerns that Chinese manufacturers, backed by the Chinese government, are selling MEWPs in the US at less than fair value. The investigation continues and could impact fair competition in the future.

“Skyjack’s stance is that it does not run from unfair competition and will continue to compete based on product differentiation.”

IRN

“...initial commodity price projections have had to be substantially revised and still remain very volatile. For the industry this means prices moving upward. It has coincided with strong customer demand as things get back to normal as Covid restrictions ease.”



MALCOLM EARLY, vice president, Skyjack.



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Las Vegas Convention Center: this year's ARA Show marks a return to Las Vegas for the first time since 2013.

The ARA Show, from 17 to 20 October 2021 at the Las Vegas Convention Center (LVCC), will bring the North American rental industry together for the first time since the outbreak of Covid-19. IRN reports.

ARA Show preview

About the ARA Show

WHERE: Las Vegas Convention Center (LVCC)
WHEN: 17 to 20 October 2021
<https://arashow.org/>

On show

Among the exhibitors at the ARA Show will be construction industry telematics supplier Trackunit.

Trackunit will use its presence at the expo to demonstrate its mixed fleet connectivity capabilities with the Kin and Raw devices, supported by its SaaS (Software as a Service) IoT network and applications platform.

Kin is a compact tag that enables site equipment to be tracked and monitored using Trackunit software and services. Trackunit Raw is a telematics device, described as "providing stable, secure and reliable connectivity."

Trackunit says its products are designed "to put equipment monitoring and tracking in the hands of customers" by integrating data management and insights into their fleet.

Meanwhile Doosan will display two mini-excavators, the DX62R-3 and DX85R-3, said to be "ideally suited for rental customers."

The DX62R-3 is intended for confined areas and features excavator attachments including a bucket, thumb and quick coupler.

The DX85R-3 is described as having "excellent slew performance, making it an ideal machine for working on slopes."

Doosan says DX85R-3 has "a smooth, refined hydraulic system that gives operators exceptional machine control, with an auto-shift drive system automatically downshifting when the job demands more torque."

A "deluxe colour panel" allows operators to monitor diagnostic information.

Doosan's stand 633 will be in the South Hall at the Las Vegas Convention Center.

The American Rental Association's Annual Trade Show and Convention this October is being described as a long-awaited opportunity for the rental community to re-connect. And as the ARA resumes its show for the first time since the outbreak of Covid-19 last year, health and safety guidelines are also being highlighted.

Of the upcoming annual trade show and convention for the equipment and event rental industry, "It's the time and place to 'Focus on the Future' and reconnect with your rental peers in 2021," said an ARA statement. "This trade show and convention delivers value through education, networking and connecting buyers and sellers of equipment, services, and supplies."

The event will begin on 17 October with a day of education sessions at Resorts World,

Pettibone will be on display with its new scissor lifts.



Las Vegas, a new property near the convention centre.

Sessions will include presentations on topics including 'Protect Your Organization From Cyber-Crime' and 'Technology Implementation to Improve Your Rental Operation.'

In terms of exhibitors, this year's show will, as usual, feature hundreds of manufacturers and suppliers of rental equipment while networking events – where attendees can learn about trends in other markets and exchange tips and advice on rental business issues – will also be a highlight of the event.

Safety measures

With this year's show also marking a return to Las Vegas for the first time since 2013, organisers say the Las Vegas Convention Center has a number of features in place to ensure a safe and successful show. In a new development, the venue will offer both indoor and outdoor exhibit space where manufacturers can demonstrate their equipment in a realistic application.

The State of Nevada has mandated that everyone, including fully vaccinated individuals, wear a mask in public indoor settings, including resorts and casinos, restaurants, bars, showrooms and meeting spaces.

In line with the latest Center for Disease Control and Prevention (CDC) guidance, masks are also still required on all public transportation and transportation hubs.

The 2021 edition of ARA Show was previously scheduled for February in New Orleans. To accommodate the shift to a fall 2021 show, ARA cancelled The ARA Show 2022, which was planned to take place in Anaheim, California. **IRN**

Distributor for European products ReachMaster, acquired this year by Ruthmann, will be at the show.



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Light agility

Alongside the rise of low or zero emissions options, the market is growing ever more focused on lighting towers suited to multiple applications, writes Belinda Smart



Trime's X-SOLAR HYBRID lighting tower received a Green Apple award in 2019.

Solar power

Atlas Copco Power and Flow has launched a user-friendly solar-powered LED light tower, the HiLight S2+, which it says reduces CO₂ emissions by up to six tonnes compared with traditional technologies.

The HiLight S2+ features 4x90W LED floodlights to deliver 2,000 m² light coverage using solar radiation as an energy source. The system features an external control panel, and the lights have a dimming function to prevent light and energy wastage.

The tower provides autonomous operation where solar yield is greater than energy demand and can also be charged with Atlas Copco's ZenergiZe energy storage systems or any external power grid where energy demand is higher than solar yield, for example during winter. Batteries can be recharged >

In most equipment categories in mature markets, the primacy of emissions reduction as a driver is of course beyond dispute, but another trend, particularly in the rental sector, is the need for agile, multi-purpose products. In some cases, meeting these needs simultaneously is driving innovation.

On emissions, the direction of travel has been clear for some time, thanks to movements such as The European Green Deal's aim of making Europe climate neutral in 2050. The United States has also set a goal to reach 100 percent carbon pollution-free electricity by 2035.

Numerous manufacturers are now sharpening their focus on emissions-lowering product.

Atlas Copco's HiLight S2+ is said to reduce CO₂ emissions by up to six tonnes compared with traditional technologies.



with solar energy in eight hours or an external power source in three hours.

Félix Gómez, Atlas Copco Divisional Product Marketing Manager – Light Towers says, “Users can easily accomplish a work shift of 11 hours with the HiLight S2+ reliable light source with hardly any CO₂ emissions and noise.”

Working at temperatures from -5°C to +50°C and at high altitudes without derating, The HiLight S2+ light tower is also suited for remote sites.

HVO fuels

UK based MHM Group is responding to drive towards low-emission and emission-free machinery, while it also continues to focus on offering choice to customers, says Managing Director Mat Llewellyn.

“Our intention is to offer a good mix of lighting to rental clients in the UK and Ireland. This year we are encouraging our clients to look at their lighting rental fleets slightly differently, and perhaps embrace more sustainable products such as solar only power or the use of HVO fuels.”

MHM’s two emission-free, lighting sets, the MHM ST-9 and the MHM Street-Lite are attracting interest from the market, he confirms.

The ST-9 is the larger of the two units, and is a solar/battery, diesel-free, site lighting tower that operates from a combination of an AGM (absorbed glass mat) sealed lead acid self-charging battery, with four LG360 solar panels. Illumination is via a bank of energy-saving LED lamps fitted to a nine-metre mast. The ST-9 is equipped with a ‘Dusk ‘til Dawn Auto Start/Stop Sensor’ which means the lights operate only when necessary.

Meanwhile, the “diminutive” Street-Lite features an integrated Lithium iron phosphate battery and has no wiring or fixings. The battery is charged via a solar panel which MHM says will operate in most weather conditions. It has a movement sensor that dims the light when it detects no movement and increases light coverage when motion reappears.

MHM maintains that demand is still strong for lighting sets powered by a small fuel-efficient diesel engine with energy saving LED lamps. It will continue to offer traditionally powered lighting

MHM ST-9 Solar Powered Lights on the way to site.



Portable lighting from Doosan

The Portable Power business of Doosan Bobcat has launched the new LVL 50 Hz portable light tower for markets in the Middle East and Africa.

Also available as a 60 Hz model, the tower is described as “ideal for the rental market” with a compact footprint for increased job site mobility and cost-effective transport.

It has a power train based around the Yanmar L48N5 Tier 2 diesel engine. Using a high output alternator while the fuel tank capacity allows an extended runtime for the four LED lights of 220 hours (200 hours for the 60 Hz version).

The clamshell-style canopy lifts easily for quick access to service points, ensuring routine maintenance is quick and easy to perform without having to take the machine apart.

The mast on the light tower can be raised to a height of 7 metres by dual, hand-operated winches and features an automatic safety brake.



towers for the foreseeable future and will champion the use of HVO.

Plug-in products

Italy’s Trime Group anticipates that by the end of the year as much as 50% of its production will be made up of solar, solar/hybrid and full battery generators and lighting sets. The company’s recently launched ‘GOAL2025’ initiative will see the company phase out fossil-fuel

equipment and, by 2025, only offer emission-free machinery.

“The use of fossil-fuel engines to power our lighting towers and generators is on course to cease production by 2025,” says Matteo Tagliani, Trime Director of Sales. “We are committed to invest in new solar and battery technologies. We will continue to market the largest range of sustainable power products and lighting towers available worldwide.”

At the beginning of 2021 Trime also announced its T-ZERO PRO initiative, a line of battery, solar, hybrid and plug-in products designed “to dramatically reduce noise, vibrations, fuel consumption and CO₂ emissions in the world of construction and rental companies.”

The initiative will replace many of the diesel, gasoline and LPG engines currently fitted to Trime machinery used on construction sites, including lighting towers.

Trime UK has also achieved recognition for its sustainable lighting towers in 2019, receiving a Green Apple award for its X-SOLAR HYBRID lighting tower from international environmental campaign group, the Green Organisation.

This growing focus on emission-free products is reflected by the group’s internal research, which found that in 2018 3% of its manufacturing capacity amounted to full ‘Green & Sustainable’ machinery, a figure that has now increased to more than 40% in 2021.

Multi-purpose

If emissions awareness is now a ‘given’, agility is increasingly a watchword for the rental sector, as Sean Vandoorselaer, CEO of North American manufacturer Lind Equipment confirms.

“We believe the future for the light tower industry is in increasingly delivering more and more lightweight, mobile and versatile towers that are no longer constrained by large generators that require large size, weight, and mobility constraints. They are easier to deploy, with more features and more



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light output, without sacrificing any of the durability and reliability.”

Lind’s latest release is the All-In-One Beacon LED Tower, described as a single lighting asset that replaces the need for three separate lighting units, meaning it functions as an all-in-one generator powered light tower, a diffused light tower and an electric tower.

“It’s first and foremost a durable and tough remote generator light tower that replaces the bulky, traditional 4x1000W metal halide towers. Secondly, it can work as a no-glare diffuser light tower for nighttime road work or events that require diffused lighting.

“All that’s needed for this mode is to simply clip on the diffuser frames to each light head to create no-glare diffused light. Thirdly, it can work as an electric powered light tower off an external power source for indoor and outdoor applications.”

Featuring an all-steel construction and IP65 weatherproof rating, the tower is described by Lind as “the ideal rental product because it can be applied in every application imaginable for a light tower; remote areas that require generator run equipment,

Lind’s latest release is the All-In-One Beacon LED Tower, a single product that does the work of three separate units.



Easy-install LED upgrades

Finnish company TSR | ELSITE has launched the TSR Proled Plus LED flood light kit, to make LED technology available on traditional light masts.

The TSR Proled Plus LED flood light kit offers up to 152 000 lumen light output, has a 60° opening angle, and provides lighting to a 3000 square metre area.

The kit includes 4 pcs 120W or 4 pcs 240W LED flood lights with 5000K colour temperature. Flood lights include high quality Philips Lumiled diodes and reliable Meanwell driver, and Wieland connectors. Female connectors allow connection to any existing light mast.

Offering 50,000 h lifetime, the TSR Proled Plus mast light set carries a 5-year warranty

Meanwhile with the merger of Finnish Electrical wholesaler EL & Site Oy into TSR Group on 30 June, TSR says it expects to offer customers a wider product range and improved service going forward. It is understood EL & Site employees have been incorporated into TSR Group.

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for diffused night roadwork or events, and of course, for indoor applications with an external power source."

Because the Beacon LED Tower doesn't require a generator, Lind says it halves the cost of a traditional generator powered light tower, but the real draw card is versatility; the light can run indoors and operate on an electrical circuit. Other features include clip-on diffuser frames that attach to the LED light heads to create no-glare diffused light.

"These advancements mean that there can be a single rentable product that can perform in every light tower rental need," says Vandoorselaer. "It eliminates the need for individual products for each

application, with an All-In-One unit, every rental request is met in a single tower."

All-in-one system

Italian company Generac Mobile is also focused on multi-purpose products, says Emiliano Terzi, Mobile Marketing at Generac.

"Big rental companies today are facing a problem: they must purchase many different models each of which must respond to a specific need. For example, some customers will ask for a full-battery model because they need total silence and zero carbon emission; some others will need the power of a generator-driven model; in recent years, thanks to the increasingly elevated environmental

consciousness across the planet, many customers are looking for a hybrid solution or even lighting towers 100% driven via solar panels.

Generac Mobile's new PRO series brings an "all-in-one" power system to lighting towers, allowing the operator to choose their preferred power source, from diesel powered – meaning a power supply 100% from an integrated diesel generator, to battery powered – 100% from integrated/rechargeable battery pack, or a hybrid system that alternates battery working cycles with diesel recharging cycles. There's also a plug-in option enabling the PRO to be connected to an external power source and work while charging batteries.

Other features of the PRO line include a darkness sensor and digital timer, installed by default in every PRO Lighting Tower. The towers also have a dimmer to adjust the LED light power from 25% to 100%.

Generac Mobile is introducing PRO Technology through enhancements to its top-of-the-range models for European rental companies, the V20 and CUBE+.

The new V20 PRO can be used in construction sites or urban areas and has a new trailer that allows customers and rental companies to optimise transportation costs. Meanwhile CUBE PRO is described as "one of the most stable, safe, and widely suitable Generac Mobile lighting towers" in the rental market targeting the events sector.

V20 PRO and CUBE PRO became commercially available from June 2021, and Generac Mobile is planning to add PRO to other models in its range by the end of 2021. **IRN**

Generac Mobile is introducing PRO Technology to its top-of-the-range models such as the CUBE PRO for the rental events sector.



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IRC: China in focus

China's rental industry is evolving rapidly, but in which directions? And what are the market opportunities? Senior Chinese OEM and rental company participants at the ninth International Rental Conference (IRC) in Shanghai will answer these questions and more. IRN reports.

The conference will be held at the Jumeirah Himalayas Hotel in Pudong, Shanghai on 25 October, the day before the APEX Asia and CeMAT Asia exhibitions.

Topics and presenters will include:



■ **Tei Gyomei,**
Managing Director,
Hitachi Construction
Machinery (Shanghai)
Co., Ltd.

Mr Tei is an experienced construction equipment and rental executive with knowledge of Asia Pacific and Japanese markets.

At IRC, he will look at aspects of rental management, covering asset management and operations management.

■ **Lawrence Luo,**
Chief Executive Officer,
LSHM North China

Mr Luo is the CEO of LSHM North China, the former WesTrac business that was acquired in 2017 by Caterpillar dealer LSHM (Lei Shing Hong Machinery).

He will address the opportunities for equipment dealers in the rental sector, asking if rental should be considered a sales channel for new equipment or a pathway for growth.



■ **Zeng Guang An,**
Chairman, Liugong
A senior figure in China's construction equipment industry, Mr Zeng is Chairman of Guangxi Liugong Machinery Group Co., Ltd. and Liugong Machinery Co., Ltd. He is an engineer by profession and became its



seventh Chairman in 2014.

Mr Zeng will provide insight on one of China's largest equipment OEMs, and the role that of rental in its strategy.

Liugong acquired the Hertz China equipment rental business in Shanghai in 2020.

■ **Yang Tian Li, CEO, Zhongneng United**

Mr Yang represents a new kind of rental entrepreneur in China. In 2015, after a trip to the USA, he launched an access equipment rental business in China, creating Zhongneng United. In less than six years, the company's fleet has grown to 37,000 units.

Mr Yang will report on China's rental market, activity levels, supply challenges and future strategy.



■ **Zhang Chun Yu,**
Managing Director,
Shanghai Horizon

Mr Zhang is Managing Director of the world's fastest growing, large access rental business. In the past 12 months its fleet has grown by more than 15,000 units and now stands at a total of

almost 55,000 machines.

He will participate at IRC as a round-table speaker.

■ **William Gu, General Manager, JLG APAC**

Also focusing on the aerial platform market will be William Gu, who leads JLG's operation in Asia Pacific, having joined the company in September 2017.

Mr Gu will look at how China's aerial platform market weathered the pandemic and prospects for future growth in China.



■ **Paul Wilson, Managing Director – Commercial, IIoT Division, ZTR** (by video recording)

This year, with Western expert speakers from outside Asia unable to travel to China, recorded video presentations will look at aspects of rental.

Among these will be a talk by Paul Wilson of telematics technology specialist ZTR, on how rental businesses are exploiting asset tracking systems.

■ **Murray Pollok of IRN** (by video recording) will provide an overview of how businesses in Europe and North America adapted to the pandemic. **IRN**

INTERNATIONAL
rental
CONFERENCE **ASIA**

About IRC

WHAT: 9th International Rental Conference (IRC)

WHEN: 25 October 2021 (day before APEX Asia and CeMAT Asia)

WHERE: Jumeirah Himalayas Hotel, Pudong, Shanghai, China.

WHO: Organised by International Rental News and supported by IPAF and the Rental Branch of China Construction Industry Association.

CONTACTS:

In China: Cathy Yao, E-mail: cathy.yao@khl.com

Outside China: Murray Pollok,
E-mail: murray.pollok@khl.com

WEBSITES:

www.khl-irc.com

www.apexasiashow.cn

www.apexshowasia.com

www.cemat-asia.com



Conference delegates will also be able to attend the APEX Asia and CeMAT Asia exhibitions, held on 26 to 29 October at the Shanghai New International Expo Centre (SNIEC).

Organisers have however confirmed this year's show will be domestic only, as at the time of writing, China has suspended issuing entry and exit documents for non-essential, non-emergency travel.

APEX Asia is the Asian version of the APEX aerial platform exhibition. It is being staged in Hall N2 within CeMAT Asia, the largest industrial forklift and factory automation exhibition in Asia, held in Shanghai every two years.

Powered access products on show will include mobile elevating work platforms (MEWPs): self-propelled booms, scissor lifts, vehicle mounts, personnel lifts, trailer mounts, low level access, atrium lifts and crawler mounted platforms; suspended access systems, mast climbers and hoists.

Non-powered access products will include scaffolding, access towers, ladders and components.

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Italian access

The GIS show is set to go ahead in September.

AI's Euan Youdale rounds up the products on show.

Now in its eighth edition, GIS has grown quickly in recent years to become a mainstay of the Italian, and international, access equipment industry, among other equipment.

There will be up to 380 exhibitors this year, with a larger outside area than most recent 2019 edition, says the organiser Mediapoint & Exhibitions. The exhibitors are split roughly a third cranes and specialized transport, a third aerial platforms, and a third industrial and port handling equipment.

A special GIS by Night event will be held Friday 8 October at the exhibition centre. It will follow an awards ceremony in Hall 3, at the same venue, and include a buffet stations and music located around the exhibition stands.

New on the scene

Gromet, an Italy-based specialist in metal working, including laser cutting and robotic welding, has entered the access industry with the launch of a low level access brand.

The 4m working height Manulift 200 pusharound and the 4.95m working height Elift 350 electric-powered units are the first models in the new Axolift by Gromet product range, which will be presented for the first time at the GIS crane and access equipment show in Italy, in October.

Gromet said it saw an opportunity to move into the low level access market, of up to 5m working height, due the growing demand for safety in the workplace.



The 4m working height Manulift 200 pusharound

platforms, and a comprehensive range of those manufacturers will be at the show, along with the usual internationally-based brands.

Among the spider producers will be Easy Lift. The company's most recent lift is the RA24, which is currently being tested, and will be added to the medium range, filling the gap between the 21m R210 and two 26m models, the RA26 telescopic, double boom lift and the telescopic R260.

Offering a double pantograph, the RA24 has a working height of 23.5m, with an outreach of 12m and an up and over clearance of 11m. It offers a load capacity in the basket of 230kg and has a small outrigger footprint of 2.5m. It is also available in hybrid version (RA24HY).

CTE will display its latest spider, the Traccess 270 and recently-introduced truck mounted MP 24 C. The company will also show its most popular model for rental companies, the ZED 20.4 HN truck mount.

Launched in June, the 27m working height Traccess 270, the tallest in the range, has 14m of outreach and 250kg of capacity. It includes Easy Lift's S3 EVO control system, allowing each individual outrigger to be placed in a different position.

Also launched in 2021, the 24m working height Multipurpose (MP) 24 C truck mount has an outreach 14m and maximum



All rounder

Generalist access equipment manufacturer Airo will be on show. For the first time at an Italian show, the company will present the 20m working height XL 20 RTE scissor lift, with 4-wheel drive, oscillating axle, double deck extension of 1.5m each, providing a maximum deck of 7.4m, with 700kg capacity for up to six persons. The company's 18m working height 18 J RTH PLUS hybrid, articulated boom lift, will also be on the stand.

The new double deck XL 20 RTE scissor lift from Airo



CTE's new Traccess 270 spider lift



Giornate Italiane del Sollevamento e dei Trasporti Eccezionali

About GIS

WHERE: Piacenza, Italy

WHEN: 7-9 October

www.gisexpo.it

Coronavirus advice

Before travel, visitors should check entry requirements for Italy and for returning to their home country.

Some travellers, including those from the UK (from 31 August) can now enter Italy without being required to quarantine if they have proof of vaccination and a negative test taken within 48 hours before entry. Requirements for other countries may differ.

At the time of writing, before travel, an online digital form must be completed and should be presented to the travel provider and Border Police if requested.

Travellers arriving in Italy must also call the Covid-19 helpline for the region they are visiting within 48 hours of arrival to inform authorities of their visit.

capacity of 250kg. The double telescopic boom and jib, provides a 10.5m up-and over ability.

The ZED 20.4 HN, launched in December 2020, has a 20m working height, 8.2m outreach and 200kg capacity, or 280kg with a load cell as an option. It is mounted on Iveco Daily or Isuzu M21 Ground.

Truck introductions

Multitel Pagliero will be showing truck mounts from its range, include the new MZ 350 articulated model. The fuel-efficient 35m machine has a maximum outreach of 14m. Mounted on a 12 tonne MAN truck, it is a very compact unit, with a total length of just 7.46m.

Socage has recently introduced the Speed series of 3.5 tonne GVW truck mounts, with automatic stabilization and closing of the basket.

Among the models in the new series is the 20D Speed, the 24D Speed and the 18T Speed. On show will be the forSte20D Speed, which can provide up to 19.6m working height.

Boom lifts and telehandlers

Magni will present its new fixed boom TH telehandler range, designed for construction and light industry. They have standard 4-wheel drive and hydrostatic transmission and compact dimensions.

Magni's telescopic diesel and electric articulating boom lift models, designed in partnership with Dingli, will be there too in the form of the DTBJ30RT and TEAB28RT models.

IRN



8th Edition

GIS

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Piacenza, Italy

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370 exhibitors at

M A T E X P O 2 1

Matexpo, the biennial trade fair for construction equipment, and the third largest event of its kind in Europe, will take place from 8 to 12 September at Kortrijk Xpo indoor arena and convention centre, in the city of Kortrijk, Belgium

A total of 370 exhibitors at the international expo will showcase new machines, techniques and equipment from the construction sector.

The stands will showcase heavy equipment for road construction and civil engineering, construction vehicles, site equipment, scaffolding, construction lifts, aerial platforms, fencing, formwork, sweeping and cleaning machines, construction equipment, accessories and spare parts, specialised techniques, material handling, and machinery for recycling demolition waste.

In all, 1,500 brands will be on display across 135,000 square metres of floor space, with show

organisers expecting 40,000 industry visitors this year.

Exhibitors will include: Rob Verhuur, Hatz, Hyundai, Herema, Luyckx, Colle Rental, Pon Equipment, MCS Rental Software, Atlas Copco, Bobcat, Weber MT, Wacker Neuson, Yanmar Compact Equipment, Case, Magni, Vary-Dagico software, Volvo, Huurland, JCB, Bergerat Monnoyeur, Manitou and TVH.

The expo will also feature conference presentations on topics including how smart applications can contribute to site safety, automation and technological features of machines and issues such as inspection and collision avoidance in tower cranes.

About Matexpo 2021

WHERE: Kortrijk Xpo, Kortrijk, Belgium

WHEN: 8 to 12 September 2021

www.matexpo.com/en/

Mobile app on show

UK rental software specialist MCS will be one of the exhibitors at Matexpo, where it will showcase its recently released app enabling rental companies to organise shift allocation, timesheet creation and submission, and finalise customer invoicing for hours worked.

MCS says the app means shifts can be allocated in advance and sent to operators' devices to accept. The digital format enables shifts to be quickly amended or edited.

The company says that, with operators able to complete timesheets from their phones, the new digital timesheets eliminate inaccuracies and reduce invoice errors.

MCS will be on stand 114 at MatExpo 2021.

In Belgium, a green light for exhibitions was initiated from July 30. It is understood organisers of Matexpo 2021 will monitor Covid-19 measures and apply them where relevant at the time of the expo. The Kortrijk Xpo venue also has the capability to open all gates to halls, creating an "outdoor climate" with ventilation for indoor stands. **IRN**



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Mauro Mollo, **CEO of Italian rental business Mollo Noleggio**, shares insights with Belinda Smart on the company's digitalisation journey and continued growth despite the pandemic.

Rental companies operating in mature markets know all too well that service and efficiencies are as key to success as the equipment on offer, and Italian company Mollo Noleggio is no exception.

A strong focus on both may explain the company's solid performance despite the outbreak of Covid-19 18 months ago; in March, it reported a total turnover of €80 million for 2020, a 10.7% rise on the previous year.

Headquartered in Alba in the region of Piedmont, near the industrial capital of Turin, Mollo Noleggio is part of a larger entity, Mollo Group, which also includes crane rental company Mollogru and building materials firm Mollo Edilizia.

The Mollo Noleggio rental business is clearly a contender in its own right. It rents machinery and equipment for the construction, industry and agriculture markets via 40 directly managed rental centres across Piedmont and the regions of Liguria, Lombardy, Veneto, Emilia Romagna, Tuscany and Umbria.

Described by CEO Mauro Mollo as "a solid, structured company, with 20 years of experience in the rental industry, widespread growth in the territory and a network of directly managed branches," Mollo Noleggio's performance seems at least in part due to its willingness to utilise new technological opportunities.

Digital transformation

One clear opportunity currently being adopted by rental companies is digitalisation to enhance efficiencies, speed up operations, cut costs, and pass financial and man-hour savings on to customers in the form of enhanced service.

Mollo Noleggio has embraced the trend in recent years, with a widespread digitisation project. This includes the development of supporting vertical software for ERP, and a web portal to implement customer service, sharing real time information through a satellite system for the location of fleet, the detection of basic information on machine operation, and maintenance planning.

The company has also created web apps able to integrate and track the rental chain, from customer requests to rental management, deliveries and service feedback. Mollo says the new platform has helped efficiently manage work activities and workflows, simplified employees' processes and

During 2020 Mollo Noleggio completed 53,000 rental contracts for 61,000 equipment items across Italy and Europe.

Italy's early

given greater transparency to customers. A further set of apps has digitalised training courses on licences and certifications required by customers.

Meanwhile the implementation of an intranet that collates all apps relevant to rental management, has sped up the flow of information inside and outside the company.

"Today we have digitised 90% of our business processes, starting from the detection of damage caused on vehicles, the management of activities related to the workshop, the signing of rental contracts and the management of commercial agents' activities," Mollo tells IRN.

But it's perhaps the introduction of digital signatures for rental contracts that is a particular point of pride. Mollo Noleggio is self-described as the first rental company in Italy to have implemented digital signatures.

The project, implemented by its internal IT team, has eliminated paper, automated key processes and enabled the automated sending of rental contracts and documentation to customers, who can sign

documents, remotely if necessary, via PC, table or smartphone.

"In 2020, our customers digitally signed 36,000 rental contracts which is 68% of the total contracts. "This is an important achievement, along with the simplification of processes and more efficiency of business procedures.

As well as the safer option of remote signatures during the Covid-19 pandemic, Mollo says the system has clear commercial benefits.

"With the average time taken to manage a traditional paper contract, from printing to storage, totalling five minutes, those 36,000 digitally signed contracts in 2020 gave Mollo Noleggio a total saving of 3,000 hours of work, time recovered and used for commercial activities."

Fleet expansion

Along with digital transformation, growing demand for low emissions equipment is a preoccupation for rental businesses, so it makes sense that throughout 2021, Mollo Noleggio focused on expanding its

“ Until yesterday the main user of electrical machines was the industrial sector. Today there is strong growth in demand for zero CO₂ emissions and reduced noise emissions in many other sectors, such as civil restructuring or transport. ”



adopter

fleet of low emissions equipment.

One of the largest in Italy, the rental fleet consists of over 9000 units aerial platforms, lifting equipment, construction cranes, trucks, earthmoving equipment, construction machinery and equipment, motor generators and lighting units, as well as containers and mobile bathrooms.

This year sees the addition of 1,300 new units valued at over €35 million including electrical, lithium and hybrid products. With an average age of only 4.2 years, the fleet is also the result of a renovation exercise begun in 2015, which has seen the purchase of 100% electric vehicles, lithium hybrids, Euro 6 on-road vehicles.

Mollo sees the development of vehicles with lithium technology as a growth area, with the longevity of lithium a key benefit, that he says, "will give a strong boost to the disposal of diesel-powered machinery."

And he also predicts that broadening demand for low emissions equipment will benefit rental businesses. "Until yesterday the main user of

electrical machines was the industrial sector. Today there is strong growth in demand for zero CO₂ emissions and reduced noise emissions in many other sectors, such as civil restructuring or transport."

Service and logistics

Supporting its fleet and activities, Mollo Noleggio operates one of the largest service and logistics centres in Italy, specialising in the repair of equipment including aerial platforms, lifting equipment, earthmoving machinery and other construction equipment.

Covering an area of 15.000 square metres, the centre is run by an 80-strong team supported by an automated, computerised management system.

Mechanics can log machine issues on their smartphones, order the replacement parts necessary for repair and, if repair on site is not possible, submit requests for the machine to be brought back to the centre. They can also access previous procedures performed on any vehicle via their smartphones.

Another important area of the centre is the "battery laboratory" where batteries are verified and regenerated to reduce battery wastage.

Strong performance

Few companies escaped Covid-19 unscathed, and, says Mollo, Mollo Noleggio was no exception, weathering the pandemic with a distinctly personal approach.

"We faced the challenges caused by Covid-19, firstly by paying great attention to our employees and their families, and by keeping in close touch with them," he says, adding that the company's strong performance was also due to the "amazing availability of our employees, to guarantee operations and the continuity of our services in the Covid-19 emergency."

The company's fortunes are also bolstered by sister business crane rental company Mollogru, now positioned for growth following the so-called



“ Our programs are very clear: open a branch, consolidate it, open another one and so on. There are still other important geographical areas where we are missing, but sooner or later we will get there. ”

Mauro Mollo, CEO, Mollo Noleggio.

"110% law" issued by the Italian government, which increases the rate for tax deduction of expenses applied to energy measures such as building insulation, earthquake protection or the installation of photovoltaic systems. The initiative applies to work carried out since 1 July 2020 or completed by 31 December 2021.

"As a result of the law, several construction sites are underway in Italy's urban centres, which has caused a surge of demand for Mollogru cranes," Mollo tells IRN.

Meanwhile during 2020 Mollo Noleggio itself completed 53,000 rental contracts for 61,000 equipment items across Italy and Europe, he says, adding that "widespread coverage of the northern central area of Italy, extensive branch network and thorough market knowledge, region by region" were critical to its performance.

All indications are that further expansion is on the company's radar.

"Our programs are very clear: open a branch, consolidate it, open another one and so on," Mollo tells IRN. "There are still other important geographical areas where we are missing, but sooner or later we will get there."

While those geographical areas aren't disclosed, it's evident that this sure-footed approach and the company's digitally enabled, largely automated operations, point to continued growth. **IRN**



In March, Mollo Noleggio reported a total turnover of €80 million for 2020, a 10.7% rise on the previous year.

Liebherr's new ADT

Liebherr's new line of TA230 articulated haulers is put to the test by specialist plant journalist Dan Gilkes.



The TA230's tipping time is 12 seconds to raise the body and eight seconds to lower it.

Demand for articulated dump trucks (ADT) has grown rapidly over the last decade and shows little sign of slowing going forwards. As ADTs have become larger and more sophisticated, they have found new customers, across the construction and civil engineering sectors, in bulk earthmoving and in the quarrying market.

It's a machinery sector that has attracted plenty of players over the years, though the majority of global sales are split between a handful of leading manufacturers. Liebherr has tried to break into the ADT sector before, launching the TA230 in the early 2000s. Now the company is back, with the first of a new line of articulated haulers, again called the TA230.

Clean-sheet design

Liebherr might have opted for a different naming structure for the new truck, such is the step-change from the previous model. The chassis is totally new, with much of the design and engineering work aimed at increasing ground clearance, for improved performance on tougher terrain. The main articulation joint is now built from heavy-duty castings, rather than fabrications, adding

strength and durability at the centre of the truck.

The transmission is mounted above the front axle, while all of the engine exhaust after-treatment is packaged high up behind the cab. The front axle rides on four-point hydro-pneumatic suspension, while the rear A-frames are redesigned to also sit on four-point suspension, providing a smoother ride at higher speeds, while allowing plenty of axle articulation for rough ground.

The TA230 has permanent six-wheel drive and there are both inter-axle and cross axle differential locks, for maximum traction. All three axles use wet multi-plate disc brakes to bring things to a halt, though the truck also has an effective engine exhaust brake and a multi-position hydrodynamic transmission retarder, to control speeds when hauling downhill.

to control speeds when hauling downhill.



The new TA230 has a redesigned chassis for improved ground clearance and performance on tough terrain.

“...the TA230 is certainly not without competition, but the combination of truck and loader, or excavator, from the same supplier will no doubt open plenty of doors for the company.”



A spacious cab interior features a large tablet-style display screen to the right of the steering wheel.

Construction and mining equipment usually gets bigger with each generation, but Liebherr has reduced the size of the dump body from 19m³ to a class-competitive 18m³. The payload is set at 28 tonnes and the machine will come with Liebherr's load weighing system, with lights outside the cab to tell the loading operator when the truck is up to weight. This early demonstration model was built before that system was available however, so is equipped with an after-market RDS Loadmaster system.

Productive power

The truck features a more streamlined bonnet than the rather bull-nosed original, though the engine has increased in size, from 10.5 to 12 litres. The Liebherr D956 is an EU Stage V compliant six-cylinder motor, delivering 265kW (360hp) at just 2,100rpm, with a hefty 2,520Nm of torque.

To achieve that steeply sloping bonnet line, greatly improving forward visibility from the cab, the engine is tilted forwards by 7°, while all of the cooler cores and radiators are mounted to either side of the engine. Reversible cooling fans will be offered as an option for dustier site conditions.

The ZF powershift transmission is also repositioned, now sitting almost above the front axle line. The box offers eight forward and four reverse gears, for a top forward speed of 57km/h and a reverse speed of up to 16km/h. This will reduce time positioning the truck beneath a loader, or backing up to the tipping site.

The exhaust after-treatment has also been moved, from beside the cab to sit in a single unit behind the cab. The after-treatment consists of a Diesel Oxidation Catalyst (DOC), Diesel Particulate Filter (DPF) and a Selective Catalytic Reduction (SCR) system with exhaust fluid additive. The DPF has passive regeneration, so there is no need to stop the truck while burning off soot and it should last up to 5,000 hours before the need for a refurbishment or replacement.

Unlike the earlier model, which used heated fluid



to heat the dump body, the new TA230 pushes its exhaust gases through the body, to reduce the chance of material sticking in colder weather.

The engine drives three hydraulic pumps. The larger of the three delivers up to 345 litres/min of hydraulic flow, to power the steering and the dump body lift cylinders. Tipping time is just 12 seconds to raise the body and eight seconds to lower. The other two smaller hydraulic pumps drive the cooling systems, with the radiators mounted remotely from the engine, ensuring optimum operating temperatures can be maintained.

Operator comfort

As with the rest of the truck, the cab is all new. There is more space inside and the front windscreen now has a glass-to-glass join with the front quarter windows. This, in combination with the lower bonnet line and much smaller mirror supports, results in a panoramic view to the front and sides of the truck.

Those mirrors are electrically adjusted and heated, for maximum visibility in all weather conditions. A reversing camera is standard, with the image displayed in a corner of the main dash monitor and there are LED working lights to the front and the rear of the machine for maximum working area visibility.

Access to the cab is easy, with sturdy steps to either side of the cab and well placed hand rails. You can also specify optional LED lighting for the steps, that provides timed illumination to let you get in or out in safety. There is a choice of operator seats available, with air suspension, heating and lumbar support. A secondary training seat sits to the left of the operator.

The TA230 has a clear dash with a large,

Market releases of the machine will come with Liebherr's load weighing system, with lights outside the cab indicating when the truck is up to weight.

9" tablet-like display screen mounted to the right of the steering wheel. This provides all of the necessary operating data, in a series of menus. As mentioned, the demonstration truck was equipped with an RDS weighing system, which is the second screen in the photographs. Automatic air conditioning ensures a comfortable working environment and internal noise levels are just 72dB(A). There is plenty of storage space for the operator, including a cooled storage compartment, capable of holding two large bottles.

Service and maintenance

The TA230 has a daily check function built in, that runs through a series of tests on initial start-up each day. Should you need to raise the bonnet, it can be lifted at the touch of a button and there is a fold-down ladder at the front of the machine to provide access to the top of the engine and the cooling packs.

Those radiators can also be released and folded out, to improve engine access, and all of the filters are easily accessible. Fuel and AdBlue tanks can also be reached from ground level and a centralised lubrication system is standard. To the right of the nose of the machine there is a small compartment with a tool box and spare grease cartridges, that slides out for easy access.

The truck is also supplied with Liebherr's LiDAT data transfer system, allowing fleet managers

to monitor and control the machine's operation remotely. All main machine data can be viewed through a web portal, including maintenance reports and other operational information.

Performance and productivity

Liebherr has certainly not rushed into this second-generation truck, but has listened to customers and designed the new TA230 to better meet their needs. Taking on the most popular 30-tonne class, the TA230 is certainly not without competition, but the combination of truck and loader, or excavator, from the same supplier will no doubt open plenty of doors for the company. There will almost certainly be additional models to come too, in the 40 or 45-tonne class.

The ADT rides well, has plenty of pulling power and the traction to put that power to good use. The new cab is a comfortable place to spend the day and the truck promises the productivity to justify that badge. In a rapidly growing sector, Liebherr's new TA230 should do well.

IRN

The Author

DAN GILKES is a freelance magazine editor and photographer, working in the construction equipment and commercial vehicle markets. A plant and equipment engineer by training, he initially worked in opencast mining, civil engineering and plant hire, before becoming an equipment journalist. He has been a well-known plant and machinery editor for more than 30 years.

Benefits of sharing

Trackunit’s Chief Marketing Officer, Laerke Ullerup, and Senior Director of Consulting, Domokos Speder, explain the conclusions of the company’s white paper on telematics and data sharing.

Back in 2019, Trackunit conducted a survey and found that 55% of construction companies did not exploit the full potential of data they gather. A staggering 83% admitted that they lacked the expertise to use the data acquired.

Construction is now at a crossroads and what is clear is that it cannot remain on its previous path of insular data use which creates many information silos. However, the industry appears to be in a paradoxical situation, with the baggage of the past running parallel with a market which is now the fifth largest for new technology investment (see Table 1).

Numerous new tech-savvy market entrants understand the power of data to drive advances across the industry and are gaining the financial backing to disrupt the current pace of change. One positive in this development is that as data-related roles appear, and as the application of data improves the quality of work as well as health and safety across the supply chain, opportunities are created to introduce a younger tech-native workforce into our market.

Collaboration achieves results

Together with industry partners and the Eliminate Downtime Committee, Trackunit has, over the past year, supported a range of online hackathons (collaborative programming events), meetings and interviews.

The result has been to compile industry learning into the Blueprint for Data Sharing in Construction. Through this process tough challenges were brought to the fore and deep dives into problems were used to generate concrete solutions. This curated industry knowledge is being made freely available

to the widest construction audience, through the blueprint and a ‘hackathon kit’ to explain and guide construction companies through the journey to more digitally led capabilities.

The benefits are real; Deloitte’s report for the UK’s National Infrastructure Commission stated that “greater data sharing could release an additional £7 billion per year across the UK Infrastructure sectors alone”. More than ever, construction needs to implement digital processes that will increase productivity, improve on-site health and safety and drive the industry towards the global requirement to measure and record sustainability data.

The construction industry value chain is long and complex and there is still too much paperwork that inherently introduces delay and human error, which add costs and possibly results in the wrong machine, raw materials, or trades being sent to sites where they are not required. Developing machine-data processes, that span the supply chain, will drastically reduce the opportunity for human error and consequently speed decision making.

New business models

A shift in mindset can make all the difference for higher productivity and innovation in construction. The ecosystem view is driven by digitalisation and enables businesses to seek revenue opportunities

“ Developing machine-data processes, that span the supply chain, will drastically reduce the opportunity for human error and consequently speed decision making. ”

outside the traditional value chain.

Closer collaboration across the supply chain can be achieved through open data standards which will also increase the partnerships between the various construction ecosystems. Data-led ecosystems will create opportunities for new skills and knowledge and spread the understanding throughout the market.

What excites us about the work that went into the Blueprint is the concrete lessons that were learnt, including discovering which data we generate and how we can use data sharing to accelerate positive outcomes across the ecosystem, from vendors to suppliers, to customers and employees. Understanding the data allows the various ecosystem players to differentiate between shared and core competitive data which they need to protect.

The authors

Laerke Ullerup and **Domokos Speder** both work for telematics specialist Trackunit. Laerke is Chief Marketing Officer and joined the company in 2018, while Domokos is Senior Director of Consulting. He has worked at Trackunit since 2017.

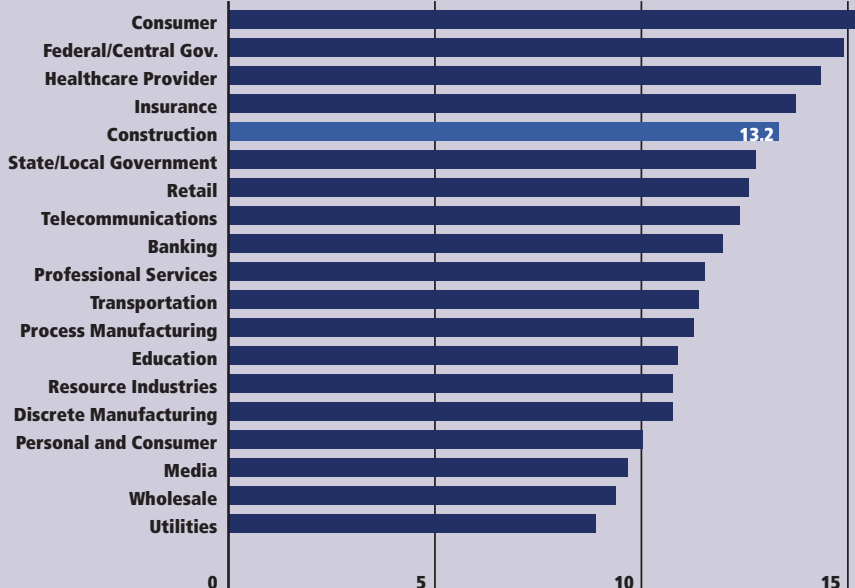


Laerke Ullerup



Domokos Speder

ANNUAL GROWTH IN IOT-SPEND 2019-2023 BY INDUSTRY, WORLDWIDE



SOURCE: IDC IoT Spending Guide

A digital tipping point

Digitalisation has radically changed every industry it has touched, from pharmaceuticals to medicine to film and television, where the changes have swept away old practices.

A year ago, construction reached a tipping point, driven by the convergence of Covid-19 restrictions and a clear necessity for companies to adopt digital tools to keep business operating. Moving forward, the increasingly connected supply chain is challenging traditional views of organisations' value streams and requires more flexible delivery of real-time services, which digital solutions will realise.

Agreeing data standards for construction is an imperative, as these will provide the capability to create shared technologies and breakdown the barriers to previously siloed data. Standards allow new developments to build on consistent and shared platforms, where independent ideas and collaborative partnerships increase productivity outcomes, draw in new investment, and create technology native construction ecosystems.

One of the key outcomes from all this activity has been to develop the 'Five Success Elements for Sharing Data in Construction' (see Diagram 1). The framework offers insights into the success elements that leading construction companies deploy and utilise daily to drive their digital transformation efforts towards data sharing. All of these are discussed in detail in the Blueprint, with numerous examples and prototypes as illustrations.

The five elements of success for data sharing are:

Value creation is at the heart of any business, but it is important to consider that this is not only short-term revenue impact. Therefore, a more sustainable way to view it is through a long-term lens, one that opens the conversation to a variety of topics,



including digitalisation, that will create value and positively impact the longer-term bottom line.

Use cases provide considered prototypes which are the result of the work undertaken during the Eliminate Downtime Hackathons. For organisations of any size, these offer concrete examples of problems that different customers encounter and considered ideas that address these with thought-out solutions.

Organisational capabilities remind us that every organisation can create an environment for data sharing. However, we see many in construction still reliant on old processes and ways of working. In an era of unprecedented speed of change we need to dare to be agile if we are to increase our competitiveness. There are three key areas that all organisations need to build upon for the capabilities to implement successful data sharing strategies and these are people, processes and technology.

Approaches allow us to share hard earned knowledge and tools to learn from others. However, the tactics used to create innovative solutions differ from traditional methods. In an increasingly connected world, we need to adapt to a more user-centric approach to product and service

development and how we bring these to market.

Adopting an agile mindset and working in sprints is not only reserved for start-ups but can help established businesses accelerate innovation efforts. Simply getting started is the key. That's why the Hackathon Kit used to generate the prototypes from the Blueprint is freely available (see download details in box). This is being offered to everyone in the industry who is curious to try out a 'design thinking' approach to data sharing.

The final, but not insignificant topic is Partnerships, and forming the right alliances on a personal, company and industry level to establish a foundation of trust upon which new business opportunities can develop and thrive. The speed at which construction is changing is increasing and businesses are having to cope with new challenges. Creating an open culture, seeking advice and working with others is becoming part of successful organisations' toolbox.

Building construction's digital future

We are at a tipping point in construction. The pandemic caused a significant growth in the adoption of technology which is fuelling digital transformation. What is apparent is that it would be a mistake to copy current processes into the digital environment.

Collaboration is essential and requires organisations to rethink how they create value and how they approach future challenges. The Blueprint to Data Sharing in Construction provides analysis, comment and tools to support organisations of all sizes in learning how to come together and create mutually beneficial approaches to construction's digital future.

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Downloads



Trackunit's 'Blueprint to data sharing in construction' white paper can be downloaded from the company's website at: www.trackunit.com/company/eliminate-downtime/the-next-chapter/

The Hackathon Kit can be found here: <https://trackunit.com/company/eliminate-downtime/the-next-chapter/download-the-hackathon-kit/>

“ The pandemic caused a significant growth in the adoption of technology, which is fuelling digital transformation. What is apparent is that it would be a mistake to copy current processes into the digital environment. ”

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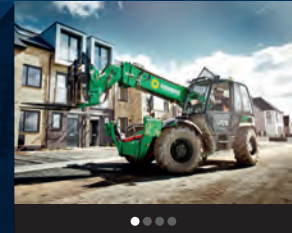


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My friend Dan

Pablo Lam, Managing Director of SK Rental in Chile, remembers his friend Dan Kaplan, the renowned rental pioneer and consultant who passed away earlier this year.

Dan was thinking about the rental business 24 hours a day. You could be with him at work or enjoying the best wine at dinner and in any moment he would come up with a comment about how to make a change to improve a rental operation.

He loved nice cars and spoke like he drove – without indicators. He would change the discussion topic without notice, and direct comments to you without any decoration: just as it was, direct from his brain to you, black and white.

His biography referred to him as one of the fathers of the equipment rental business in North America. The man who, in the late 80s, started to change and professionalise the industry, forming a new generation of managers in Hertz who in the following decades directed the major rental companies in the US.



Dan Kaplan, who passed away in February this year.

Tough leader and negotiator

He was passionate about planning and measuring, loved Excel and charts, and was a tough leader and negotiator. But at the same time was able to create strong relationships and a wide network of industry friends.

He started with the basic tools of revenue management that remain in place today. For example, he introduced the 3 x 3 x 3 rule that enabled us to rent one week for the price of three days, or one month for the price of three weeks. He defined the monthly charge as four weeks, creating a 13th monthly payment per year. Knowing him for many years as a workaholic who loved the rental business, I can imagine that his creation of that ‘13th month’ was intended to give the opportunity to work one more month!

His legacy was fully recognised by the industry. He was inducted into the American Rental Association Hall of Fame in 2006, and later both the European Rental Association and IPAF recognised Dan with their lifetime achievement awards.

As a pioneer and proven leader, his words carried conviction. His message was that to develop a successful and distinct company you needed something decisive; something that really surprised the market and stakeholders. Be the first, surprise customers, block out competitors, embrace the region, this product is gold for rental, suppliers always have more space, do it now!, you can do it!. These were his typical expressions.

SKC was a successful equipment dealer in Chile, representing a wide range of first-class manufacturers. By the end of the 90s these manufacturers started to encourage us to get involved in rental as a complementary channel for their products. We rejected the idea for some



“ In just a couple of meetings, Dan hypnotised our board of directors, and convinced them to go into rental with an independent organisation, which is today’s SK Rental Group.”

PABLO LAM, Managing Director of SK rental in Chile.

time, until our friends at Ingersoll Rand organized a meeting with Dan, who explained the benefits and projections of this new business.

Dan hypnotised our directors

In just a couple of meetings, Dan hypnotised our board of directors, and convinced them to go into rental with an independent organisation, which is today’s SK Rental Group. And as he always said, “the best is yet to come”. I can say that as he was the father of the new rental industry in North America, he was also the grandfather of SK Rental.

Since we started SK Rental in 1998, I met Dan every year to go deep into business analysis, and when he looked at my plans for the upcoming year it was usual to hear the phrase “motherhood and apple pie”. It took me some time to understand the meaning of this, until he explained that, with these plans, I would be ok, nobody would consider them bad. They were correct, lovely, like seeing a mother and her child or being offered apple pie for dessert. Take your apple pie plans and put some cognac on them, and then flambee it!

Although he liked his image as a hard and direct person, if you had the opportunity to know him better, you discovered a warm guy with a genuine interest in transferring to you his knowledge and experience, both in work and life. I am glad to have had the opportunity to enjoy Dan’s friendship for the last 20 years.

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“ Dan loved nice cars and spoke like he drove – without indicators. He would change the discussion topic without notice.”

ERA releases new and improved Discover Rental guide

The European Rental Association (ERA) has published a new guide to the equipment rental industry to promote the sector to new customers and explain rental to local authorities, policy-makers and other key stakeholders.



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About the ERA

The European Rental Association was created in 2006 to represent national rental associations and equipment rental companies in Europe. Today, the membership includes more than 5,000 rental companies, either directly or through 14 rental associations. The ERA is active through its committees in the fields of Promotion, Sustainability, Statistics and Technical, and through its Future Group.

Extensive information on the ERA's activities, reports and publications is available at www.erarental.org

The Discover Rental guide, first published in 2010, has been updated and relaunched to reflect the latest developments in the industry, the benefits it provides for customers, its contribution to the economy and how it addresses the key challenge of sustainability.

The guide is structured around six main chapters, which detail the cost and operational benefits of rental, what can be rented, how to choose a rental company, sustainability and the contribution of rental to the overall economy. A brief summary of each chapter is below:

Cost benefits of rental

This chapter shows how rental helps companies reduce their fixed costs and minimises the financial risks of owning equipment fleets. By renting rather than owning, the user only pays for equipment when it is needed, and rental reduces the ongoing costs that come with equipment ownership, including maintenance, in-service inspections, repairs, transportation and storage.

Operational benefits of rental

Owning and managing a fleet takes time and resources: companies need to maintain and replace equipment, deal with suppliers and ensure that certifications are up-to-date. This chapter explains how a rental company can take care of all of that, giving companies peace of mind and leaving them free to focus on their core business.

What can be rented?

The rental market goes well beyond construction machinery and equipment, so this chapter lays out the diverse range of equipment that is available to be rented, spanning earthmoving machines, hand-held power tools, generators, site cabins, aerial work platforms, mobile cranes, heating and cooling equipment, forklifts, site toilets, traffic safety equipment and falsework, formwork and shoring equipment.

How to choose a rental company

The choice of a rental company is dependent on the nature of the product to be rented, the company profile, the profile of the customer and the type of equipment needed. This chapter provides insight into how to decide upon which rental company to choose, from the equipment needs, depot location and fleet inventory to rates and conditions, length of the rental period, who will use the equipment and sustainability.



HOW TO ACCESS THE GUIDE

The Discover Rental guide is available to download free of charge from the ERA website: <https://erarental.org/publications/discover-rental-guide>. Translations of the guide in other languages may be available in future.

■ For more information, contact the ERA Secretariat at era@erarental.org.

Sustainability

Rental is a fundamentally sustainable activity. By renting equipment, companies and individuals can contribute to a more sustainable world in various ways. This chapter covers the industry's approach to corporate social responsibility, the circular economy, the contribution of rental to lowering carbon emissions, sustainable supply chains and the new ERA Equipment CO₂ Calculator.

Contribution of rental to the overall economy

This chapter looks at the economic contribution of the rental industry, which generated a total rental turnover of more than EUR 27.7 billion in Europe in 2019 and employs 144,810 people across 17,725 rental companies, according to the most recent estimates.

For more and more customers, rental offers a useful and economic solution to flexibly cover their demand for machinery and equipment, which is not surprising, considering that rental allows flexibility, project-related budgeting and cost control, and eradicates the need for expensive investments in new machines.

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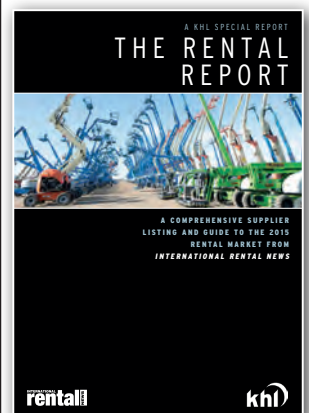
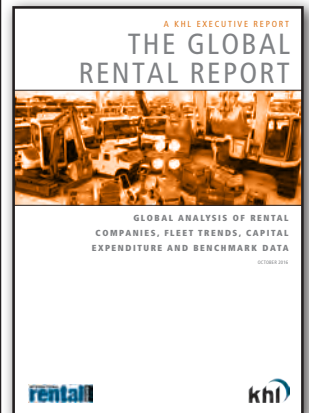
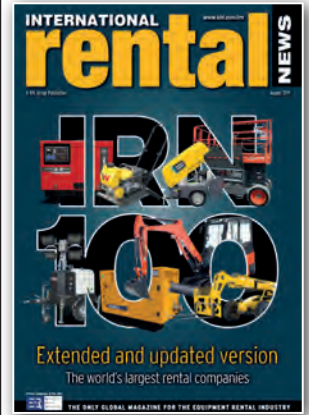


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