

INTERNATIONAL

rental

NEWS

MARCH 2022

www.internationalrentalnews.com

A KHL Group Publication



Electrification Making the switch **p16**

INTERVIEWS



12
Kari Aulasmaa
Renta Group



32
Marco Grucci
Messersì



37
Jose Aliaga
Toolquick

Official magazine of the ERA



PLAY YOUR ACE CARD

COMPACTION IN FEWER PASSES

Think how much you save by eliminating a single pass of the roller. There are savings on fuel and labor costs, plus less wear on your machines. How can you still reach compaction targets but trim the number of passes? The proprietary Ammann Compaction Expert systems (ACE^{pro} and ACE^{force}) are proven tools.

THE ACE SYSTEMS PROVIDE

- Continuous Compaction Control
- Automatic compaction output control and unlimited setting of amplitude and frequency (with ACE^{pro})
- Operator guiding function (with ACE^{force})
- High productivity and quality control of the entire compaction process
- Very detailed, accurate and functional documentation when combined with GPS systems

Besides eliminating passes, ACE will help provide a homogenous surface without weak spots. You'll leave the jobsite confident compaction has been achieved and no costly rework is required.



Single Drum Rollers



Tandem Rollers

EDITORIAL**Editor**Belinda Smart
+44 (0)1892 786209
belinda.smart@khl.com**Managing Editor**Murray Pollok
+44 (0)1505 850043
murray.pollok@khl.com**Staff Writers**Lindsey Anderson, Andy Brown,
Alex Dahm, Steve Ducker,
Mike Hayes, Cristián Peters,
D. Ann Shiffler, Euan Youdale**SALES****Brand Manager**Ollie Hodges
+44 (0)1892 786239
ollie.hodges@khl.com**Group Sales Manager**Simon Kelly
+44 (0)1892 786223
simon.kelly@khl.com**Digital Media Director**Peter Watkinson
peter.watkinson@khl.com**Campaign & Traffic Analyst**Izzy Crouch
izzy.crouch@khl.com**PRODUCTION****Events & Creative Director**

Saara Rootes

Print Production Manager- KHL Global Anita Bhakta
+44 (0)1892 786246
anita.bhakta@khl.com**Digital & Print Production****Manager - KHL Global**Charlotte Kemp
+44 (0)1892 786262
charlotte.kemp@khl.com**Production Assistant**

Ana Garcia

Junior HTML Executive

Morgan Potter

Group Design Manager

Jeff Gilbert

Group Designer

Jade Hudson

Events Design Manager

Gary Brinklow

FINANCE**Financial Manager**Alison Filtness
+44 (0)1892 786212
alison.filtness@khl.com**Credit Control**Carole Couzens
+44 (0)1892 786250
carole.couzens@khl.com**CIRCULATION****Head of Data and Audience****Development**

James Taylor

Audience Development Deputy

Manager Anna Philo

Office Manager Philippa Smith

Chief Executive Officer

James King

Chief Financial Officer

Paul Baker

Chief Operating Officer

Trevor Pease

comment

Challenging times

As this edition of *IRN* goes to press, companies linked to the rental sector have been responding to the war in Ukraine; it has just been confirmed that Generac, the power generation specialist, is suspending operations and sales in Russia. Hitachi Construction Machinery, Komatsu and JCB have all suspended operations in the country, while power rental giant Aggreko has confirmed it will sell its Eurasian business, which is mainly in Russia.

Companies have also stepped forward to help; CNH Industrial, owner of the Case Construction and New Holland equipment businesses, is donating US\$0.5 million to support Ukrainians impacted by the war and has plans for a global fund to which employees can donate.

The grim human impact of the war is already evident. Its wider reaching effects are emerging, and the construction and rental sectors are no exception, with shortages and price hikes likely to affect materials and deliveries, causing delays to projects already affected by supply. We will continue to report on the conflict and its industry impact as it unfolds.

Warnings are also emerging of increased threat of Russian cyberattacks. Cyberattacks have been on the rise in recent years, in part due to remote working during the pandemic, and the threat level has heightened. Our report on how to protect your business from ransomware – the most prevalent form of cybercrime – contains useful and actionable tips.

Meanwhile that other pressing issue, climate change, isn't going anywhere. KHL writer Lucy Barnard's feature on page 16 examines the rise of electric equipment, driven by emissions restrictions in Europe's cities, while this issue's Wright Column looks at the role of rental in meeting emissions goals.

This aligns with this year's ERA Convention: 'Rental in Transition', which focuses on the EU Green Deal, energies of the future and the role of rental. The Convention will take place on 15 and 16 June in Riga, Latvia, alongside the European Rental Awards, on the evening of 15 June 2022.

ERA has just confirmed that Søren Hermansen, Director of Denmark's Samsø Energy Academy, will be a guest speaker. His speech will cover tangible achievements in energy self-sufficiency and will hopefully offer a welcome note of optimism.

Belinda Smart, Editor

Correspondence or comments should be sent to:

The Editor, *IRN*, Southfields, Southview Road, Wadhurst, East Sussex, TN5 6TP, UK.
T: +44 (0)1892 286209 | F: +44 (0)1892 786257 | belinda.smart@khl.com

SOCIAL MEDIA**PODCAST/VIDEOS**

Listen to our interviews with industry experts on www.khl.com

TABLET EDITION

The paper in this magazine originates from timber that is sourced from sustainable forests, managed to strict environmental, social, and economic standards. The manufacturing mill has both FSC & PEFC certification, and also ISO9001 and ISO14001 accreditation.

**KHL'S RENTAL PORTFOLIO**

www.khl.com/information-store

EUROPEAN RENTAL AWARDS 2021

www.khl.com/rentalawards

INTERNATIONAL rental ASIA CONFERENCE

www.khl-irc.com

ire International Rental exhibition

www.ireshow.com

rental tracker

www.khl.com/rentaltracker

rental newsletter

www.khl.com/newsletters

rentalweekly

www.khl.com/newsletters

IRN100

www.khl.com

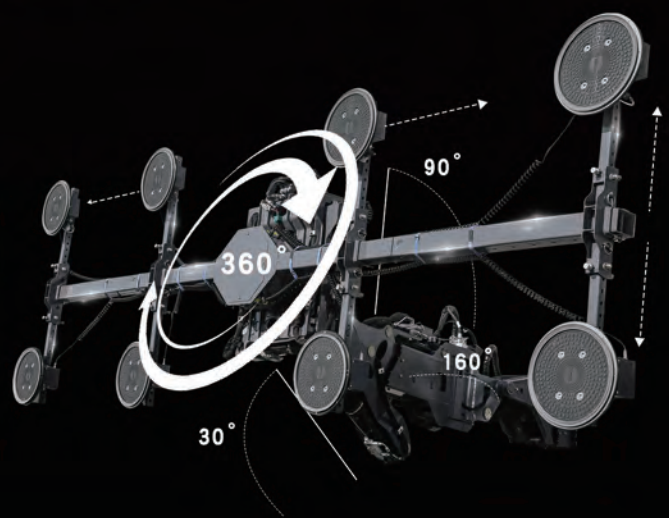


DINGLI LARGE HEAVY-DUTY SUCTION GLASS ATTACHMENT BOOM LIFT

PURE ELECTRIC LARGE SUCTION POWER
3D ALL DIRECTIONS REMOTE CONTROL



| | | | |
|---|---|---|---|
|  |  |  |  |
| Heavy Load 1500kg | Max. Lifting Height 26.1m | High-Precision 3D Movement | Remote Control |



KHL OFFICES

UNITED KINGDOM (HEAD OFFICE)

KHL Group
Southfields, Southview Road, Wadhurst,
East Sussex TN3 6TP, UK.
+44 (0) 1892 784088
www.khl.com/im

GERMAN OFFICE

Niemöllerstrasse 9,
73760 Ostfildern, Germany
+49 711 34 16 74 0

gabriele.dinsel@khl.com

USA OFFICE

KHL Group Americas LLC
3726 E. Ember Glow Way,
Phoenix, AZ 85050, USA.
+1 480 6590578
americas@khl.com

CHINA OFFICE

KHL Group China
Room 769, Poly Plaza, No.14, South
Dong Zhi Men Street, Dong Cheng
District, Beijing, PR China 100027.
+86 (0)10 65536676

cathy.yao@khl.com

LATIN AMERICA OFFICE

KHL Group Americas
Av. Manquehue Sur 520, of 205
Las Condes, Santiago, Chile.
+56 2 28850321

latina-americana@khl.com

KHL SALES REPRESENTATIVES

SALES MANAGER & UK/IRELAND/KOREA:

Ollie Hodges

+44 (0)1892 786239
ollie.hodges@khl.com

NORTH AMERICA:

Wil Holloway

+1 312 9292563
wil.holloway@khl.com

Thomas Kavooras

+1 312 9293478
thomas.kavooras@khl.com

Alister Williams

+1 843 6374127
alister.williams@khl.com

FRANCE/BELGIUM:

Hamilton Pearman

+33 (0)1 45930858
hpearman@wanadoo.fr

SPAIN/GERMANY: Petra Kaiser

+49 711 34167472
petra.kaiser@khl.com

ITALY: Fabio Potestà

+39 010 5704948
info@mediapointsrl.it

THE NETHERLANDS:

Arthur Schavemaker

+31 (0)547 275005
arthur@kenter.nl

SWEDEN/FINLAND/DENMARK/

NORWAY: Bridget Leary

+44 (0)1892 786220
bridget.leary@khl.com

TURKEY: Emre Apa

+90 (0)532 3243616
emre.apa@apayayincliik.com.tr

AUSTRIA/SWITZERLAND/EASTERN

EUROPE:

Simon Battersby

German Head Office
+49 711 34 16 74 71
simon.battersby@khl.com

CHINA: Cathy Yao

+86 (0)10 65536676
cathy.yao@khl.com

JAPAN: Michihiro Kawahara

+81 (0)3 32123671
kawahara@rayden.jp

CLASSIFIED SALES:

Julia Bossie

+44 (0)1892 786204
julia.bossie@khl.com

Printed by: Buxton Press



..inside



REGULARS

6 NEWS

Aggreko to exit Russia; Sunbelt result points to growth; ARA forecasts 37% rise in investment in 2022

11 THE WRIGHT COLUMN

IRN columnist *Andy Wright* assesses the plight of the planet, potential solutions, and the need for collaboration in the rental industry.

42 ERA PAGE

Clean energy leader *Søren Hermansen* been announced as guest speaker at the 2022 ERA Convention, in Riga, Latvia, in June.



EVENTS

20 ERA CONVENTION & AWARDS

The ERA Convention 2022 will take place on 15 and 16 June at the Radisson Blu Latvija Conference & Spa Hotel in Riga, Latvia, alongside the European Rental Awards, on the evening of 15 June 2022.

22 REPORT EXECUTIVE HIRE SHOW

Exhibitors at the UK's Executive Hire Show (EHS) reported a widespread rebound for the UK rental market, writes *Belinda Smart*.

34 REPORT WORLD OF CONCRETE

World of Concrete, from 17 to 20 January in Las Vegas, kicked off show season in the U.S. *Lindsey Anderson* and *Jenny Lescohier* report on releases at the show.

KHL Group on the web

Visit www.khl.com for a wide range of editorial features, including breaking news, 'web exclusive' articles, our Videozone and more. Readers can also register to receive the digital issues of all magazines in the KHL portfolio at: www.internationalrentalnews.com.

■ Subscribe to our weekly e-Newsletter at the website.

MEMBERS OF



FEATURES

12 INTERVIEW RENTA GROUP

In late 2021 Nordic business Renta Group was acquired by private equity firm IK Partners' IK IX Fund. *Belinda Smart* spoke to Renta CEO *Kari Aulasmaa* about the company's plans.



16 TRENDS CITIES & ELECTRIFICATION

With key cities attempting to pilot the world's first zero-emissions construction sites, *Lucy Barnard* assesses mounting pressure for Europe's contractors to switch to electric.



24 RENTAL SOFTWARE & DIGITAL TECH

Rental software and digital technology suppliers are focusing not just on data, but on solutions that help businesses get the most out of it, writes *Belinda Smart*.

28 TELEHANDLERS

The telehandler market is evolving to meet demand for compactness, versatility and lower operating costs, writes *Belinda Smart*.



32 INTERVIEW MESSERSI

Messersi Commercial manager *Marco Grucci* spoke with *Belinda Smart* about new releases and the benefits of a local manufacturing capability.

37 INTERVIEW TOOLQUICK

Spanish tool rental specialist ToolQuick is seeing increased demand from homeowners. *Murray Pollok* spoke to *Jose L. Aliaga*, the company's founder and CEO about the company's growth and expansion plans.



38 RENTAL MANAGEMENT CYBERSECURITY

Ransomware is on the rise. *Belinda Smart* spoke to experts about how businesses can protect themselves, or respond if the unthinkable happens.

..outside

Wacker Neuson
EZ17e Zero Tail
excavator & DW15e
Wheel Dumper. See
full story on p16.



Risk of Russian cyber-attack 'heightened'

A security expert has warned of a heightened risk to construction businesses of cyber-attacks from Russia.

Mike Wills, director of strategy and policy at data security firm CSS Assure, said there is a "significant risk" that Russia would use an attack "to distract focus and attention away from the situation in Ukraine."

He listed utilities, water, transport, infrastructure and supply chains among the sectors at greatest risk of cyber-attack.

Wills said businesses should consider resetting passwords in case they have already been breached and remind employees to think twice before opening or clicking links on suspicious emails.

Multi-factor authentication should be implemented wherever possible, and software upgrades and patches should be up to date, he said.

Businesses should also review and rehearse incident response plans and ensure all critical information is backed-up off network.

"While a security programme cannot be established overnight, the best time to start is today," said Wills.

"In the interim, heightened vigilance and discipline are critical to defending against a cyber attack."

Aggreko to exit Russia

Power rental giant Aggreko is to sell its Eurasian business, which is mainly in Russia.

Aggreko said it will operate the business independently from the rest of Aggreko until the sale is concluded. Revenues from the region were £64 million in 2020, representing around 5% of Aggreko's total.

"Aggreko has a responsibility for its 500 exceptional employees in the region and will continue to support them until a transaction is complete", said the company.

It said there would be no investment in the Eurasian business before the sale and it would be ring-fenced for financial purposes.

The company's decision to exit Russia was the first major response from the rental sector since the invasion of Ukraine.

Aggreko has been active in Russia for many years. In 2017 CEO Chris Weston was among business leaders who met President Putin at the St Petersburg



Aggreko pulls out of Russia.

Economic Forum, where Aggreko signed a memorandum of understanding with Russia's Far East Investment and Export Agency.

DIARY DATES

CONSTRUCTION TECHNOLOGY SUMMIT

21 April 2022
Online

ERA CONVENTION

15-16 June, 2022
Riga, Latvia

For more information on upcoming events, please visit www.khl.com/events

Strong Sunbelt result points to expansion

Ashstead Group - which owns Sunbelt Rentals in North America and the UK - has released results for the nine months ended

31 January 2022, showing overall revenue up 19% to \$5.8bn, with rental revenues of \$5.4bn, up 21% on the previous nine month period.

The group indicated in a statement that the result reflects its strategy of growing its general tool and specialty rental business, as well as expanding through greenfield sites and bolt-on acquisitions.

In the US, rental only revenue of \$3.5bn for the nine months was 19% higher than the prior period, representing "continued market outperformance" and demonstrating the benefits of growing the specialty businesses."

Specialty businesses grew by 27% during the period.

The UK business generated rental only revenue of £301m, up 14% on the prior year, driven by work for the Department

of Health in its Covid-19 response efforts, as well as operational improvements in the business.

Canada's rental only revenue increased 32% to C\$340m (2021: C\$258m) reflecting the depressed figures of the previous year, due to Covid-19 restrictions.

Ashstead chief executive, Brendan Horgan confirmed; "In the nine months, we invested \$1.7bn in capital across existing locations and greenfields and \$938m on 19 bolt-on acquisitions, adding a combined total of 81 locations in North America."



Sunbelt Rentals UK.

PHOTO: SUNBELT RENTALS

IN BRIEF

■ US company **McGrath RentCorp** reported total revenues for the quarter ended December 31 2021 of \$175.9 million, an increase of 18%, compared to Q4 2020; supporting forecast growth for its Mobile Modular accommodation division.

■ **Sunbelt Rentals** has ordered 22 plug-in hybrid (PHEV) vans from the London Electric Vehicle Company (LEVC). Sunbelt

invested £1.1m in the vans made by LEVC, the Chinese-owned manufacturer of London's traditional black cabs.

■ Finland-headquartered **Renta Group Oy** has acquired Norwegian rental company **Utleiesenteret**, a "decisive step" in its plans to become a pan-Nordic player. The price was not disclosed. Utleiesenteret is a mid-sized rental company in Eastern Norway, with 80

employees across Drammen, Oslo, Kongsberg and Gardermoen, and an annual turnover of NOK 300 million (€30.4 million).

■ China's **XCMG** has a program of action (PoA) for sustainable transformation, confirming that by 2035 power from renewable energies will account for 50% of its electricity use, and penetration of new energy products will exceed 35%.



Felbermayr targets German access market

Austria-based transport and lifting group Felbermayr has expanded its footprint in Germany with the acquisition of rental company SGL.

Located south of Hanover in the village of Giesen, SGL is a specialist in aerial platform rental. It operates two sites, employs eight staffmembers and has an equipment fleet that comprises over 100 units and includes scissors, mast platforms, articulated and telescopic platforms and truck platforms.

Felbermayr, which operates several business areas across 19 European countries with an equipment fleet of over 3,000 units, said the addition of the SGL to its business was part of a growth strategy that aims to see it gain a market share in the region through acquisitions.

Felbermayr's Director for Access Rental, Stephan Kulawik, who joined the company just last specifically to lead its German market expansion, said, "This gives us the ideal springboard for providing our range of services in the Hanover metropolitan region, as well as in the traditional industrial locations in the Harz region."

"We will continue to pursue SGL's highly successful strategic approach with the support of the Felbermayr Group," said Kulawik, adding that SGL's reliability and wide-ranging service portfolio will continue to earn it a reputation among rental customers.

As part of the acquisition deal SGL will retain its name and independent operation, with its founder, Tim Werner Schönherr, retaining a branch manager position.

Schönherr commented, "We will continue to trade as SGL. But now that we are part of the Felbermayr Group, we will be able to cater to customer requirements in an even more effective and flexible manner."

The ARA predicts 2022 will see the US rental market surpass peak revenue levels of 2019.

PHOTO: JLG



ARA forecasts rebound to exceed pre-Covid levels

The latest updated quarterly American Rental Association (ARA) forecast says construction and industrial equipment rental revenue is expected to lead a US rental industry rebound to exceed pre-Covid levels this year, with a 12% increase in 2022 to \$38.9 billion.

Expected increases in infrastructure spending have been cited as a key driver for the positive outlook, and the impact of Covid-19 is set to unwind by year end, the association said.

Despite supply chain driven delays in fleet deliveries, the ARA has also forecast a 36.7% increase in investment

in inventory to reach \$14.4bn in 2022.

This exceeds the previous annual high of nearly \$13bn spent in 2019.

The ARA's overall rental forecast now calls for a 10.2% increase in 2022 to reach \$52.7m in the US, up from the previous forecast in October 2021, reflecting the positive influence of increases in spending.

The revenue forecast also calls for equipment rental, which includes construction, industrial and general tool revenue, to increase by 6% in 2023, 2.9% in 2024 and 3.4% in 2025 to reach \$59.5 billion.

General tool revenue is expected to

Clean energy leader to speak at ERA Convention

Director of Denmark's Samsø Energy Academy, **Søren Hermansen**, has been confirmed as a guest speaker at the ERA Convention 2022: 'Rental in Transition' in Riga, Latvia, in June.



Hermansen's keynote speech – 'Samsø - a circular economy community!' – will take place on 16 June before the closing of the ERA Convention. His presentation will look at energy self-sufficiency and will discuss the role of data in improving sustainability. The Energy Academy is described on its website as "a project-based organisation focused on the consequences of climate change."

grow by 5% to reach \$13.9 billion this year.

Beyond 2022, the forecast calls for another inventory investment increase of 10.1% in 2023 to reach nearly \$15.9 bn.

The forecast for Canada mirrors the positive expectations of the US, calling for 5.5% growth in 2022 to reach nearly \$4.4 bn followed by growth of 5.7% in 2023, 3.5% in 2024 and 1.8% in 2025 to reach nearly \$4.9 bn.

Hitachi Europe expands tracking offer

Hitachi Construction Machinery Europe (HCME) has released new software that will allow equipment owners and dealers to carry out software updates to their Hitachi machines remotely.

The new ConSite Air tech gives users an option to update software and access diagnostics, without the need to visit the machine and at more convenient times.

HCME Manager Solution Linkage, Ryo



Hitachi has added ConSite Air to its fleet management tools.

IMAGE: HITACHI CE

Kurihara, said, "Until now, our dealers would have had to physically attend the machine to carry out these actions."

Designed to work alongside ConSite remote monitoring system, which collects machine data and sends a monthly report on the machine's performance to fleet owners, ConSite Air is the latest addition to the manufacturer's range of digital fleet management tools.

While the technology is currently only available on selected Hitachi machines, it will be expanded for use with "a wider range of models at a later date."

Italy-based Case Construction Equipment has provided a glimpse of its expanded mini excavator offering at the CNH Industrial Capital Markets Day event, held at Miami Beach, Florida, USA, writes Steve Ducker, D&RI magazine. The showcase included a debut of the Case CX15 EV (electric vehicle), scheduled for the European market in 2023. It has retractable tracks that reduce machine width to 790 mm and potential power for an eight-hour working day.



■ Italian rental company **Mollo Noleggi** has made two acquisitions in northern Italy; aerial platform specialist Monia Noleggi, headquartered in Forlì (Emilia Romagna) and Parmiani Noleggi in Valtellina (Lombardy), which specialises in aerial platforms, forklifts and earthmoving equipment.

■ **Zeppelin Rental** has launched a Corporate Influencers Program, as part

of efforts to increase both its brand awareness and visibility online. The program allows selected employees to post online content about their professions as Zeppelin representatives, via LinkedIn.

■ UK rental company **GAP Hire Solutions** has achieved Gold certification from the FORS (Fleet Operator Recognition Scheme), a voluntary best-practice accreditation scheme for fleet operators.



Ammann Stage V tandem roller.

Ammann launches new generation tandem rollers

Compaction equipment specialist Ammann has updated two of its heavy tandem roller models, with the incorporation of new Stage V-compliant engines for the European market.

The Ammann ARX 90 StV and ARX 110 StV articulated rollers, which are two of Ammann's six heavy tandem models, now feature the 4-litre TCD3.6 engine from Deutz.

With operating weights of 9.9 and 10.5 tonnes respectively, the ARX 90 and ARX 110 can be used to compact asphalt bases, binders and wearing courses, as well as sub-base and base compaction for aggregates.

They offer a drum width of 1690mm, a maximum offset working mode of 1850mm, and the articulated steering incorporates both oscillation and a mechanism that enables work in crab mode up to 17cm (6.7 in) on both sides.

Both can be installed with Ammann's ServiceLink telematics system.

GAM doubles profit in 2021

Spanish multinational rental company GAM grew by 26% in 2021, doubling its profit - its results for 2021 showing it had overcome the difficulties caused by Covid-19 and was "consolidating a profitable and double-digit growth in all its businesses."

Turnover increased by 26% to €168.3 million, with sales for ongoing services up by 36% to €32.4 million.

The company said Covid-19 restrictions impacted business in the first part of 2021, with supply chain blockages also a factor. However it had mitigated delays and related price increases by pre-planning and doubling its stocks.

In the second half of the year, volumes surpassed those of the first half - second half sales reached €90.9 million, with an EBITDA of €26.1 million, "far exceeding the figures for the same period of 2019, before the pandemic."

GAM Spain mitigated supply delays by pre-planning.

Non-capex businesses such as distribution, training, maintenance or sales, grew by 42% to €62.9 million. EBIT for these businesses increased by 22%, with profits doubling.

PEOPLE NEWS



■ **Briggs & Stratton** has announced changes in its EMEA team to drive the its electrification and rental business. **Paul Bramhall**, previously director Marketing, EMEA, has been named director, Electrification & Rental, EMEA. **Pia Weimer** will succeed him as director Marketing - EMEA. Both report to Florian Mayer, senior director Sales & Marketing, Engines & Power, EMEA.



Trime adds new solar light tower

Trime has introduced the X-Pole Solar Pro to its sustainable, fossil-fuel free T-Zero range; the new light tower is described as

an upgrade on the original X-Pole Solar.

It features a single 40watt high luminous, energy saving LED lamp fitted to a 5.5metre mast that delivers an illuminated area of 400 sq.m.

Power to the 110Ah (Absorbent Glass Mat) AGM battery is via "a high efficiency and multi-directional" (in three positions) solar panel designed to be protected against most weather conditions. A battery level indicator is also included.

The X-Pole Solar Pro is fitted as standard with an automatic start-up PIR operation and dimmable lighting; it offers running times of 15 hours at

The X-Pole Solar Pro light tower joins Trime's fossil-free T-Zero range.

100% illumination and 58 hours in dimmed operation.

Optional features for the X-Pole Solar Pro include a telemetry system for remote location and operational monitoring.

The product is suited to construction sites, car parks or events requiring low emissions, noise-free lighting.



Sweden's Huddig has launched two new backhoe loaders for the European and North American markets. The diesel-powered Huddig 1370 and the hybrid Huddig 1370T are the first of a new generation of machines. "Redesigned almost

from scratch", the models are available in City, Cable and Rail versions to suit urban, industrial and railway applications.

IMAGE: HUDDIG



IN BRIEF

■ The 31st edition of **Samoter** will be on 3-7 May 2023 in Verona, Italy. The organisers had originally delayed the event to March 2023.

■ **Manitou** has reported revenue growth of 18% in 2021, backed by strong orders, and forecasts growth of 20% in 2022, factoring in the war in the Ukraine. The group reported net sales of €1.88 billion for the year, ending with an

"unprecedented order intake and a record order book of €3 billion."

■ **Coates Hire** in Australia has reported EBIT profits of A\$119.4m for the six months ended 31 December 2021, up 14%, with revenues 6% higher at A\$496 million. Coates said revenue growth had been achieved across all its customer groups, with top-tier up 4.4%, mid-tier increased by 9.4% and revenue

with smaller trade customers up 7.2%.

■ Used equipment specialist **Equippo** has received "substantial investment" from Wallenius Wilhelmsen Group - the Norwegian-Swedish equipment and vehicle transport company - alongside Swiss venture capital firms btov Partners and Venture Incubator. The funding will allow the company to expand its presence

in Europe and develop software for construction and rental.

■ **Dingli** has launched larger deck versions of its 32m working height rough terrain scissor lifts. Based on the original 32m JCPT3214 electric scissor, the new units are the diesel-driven JCPT3225RT and electric JCPT3225DC, with wider width, larger load and greater power. The JCPT3225DC has 1000kg basket capacity.



YANMAR



ROUGE
ROT
ROJO
RØD
ROSSO
ROOD

RED

horizon-bleu.com

www.yanmar.com



256kg/350kg loading capacity
Smallest length, width, and height in the industry.

High environmental-friendliness, zeroemission, lownoise, and non-marking driving.

Long endurance design and is equipped with 48V 420Ah high-capacity battery.

Minimum turning radius at 5m.
High flexibility and can challenge
the operations within narrow spaces.



XCMG FOR YOUR SUCCESS

XCMG MEWP DIVISION CHINA

Add: NO. 17 Eastern Zhujiang Road, Hi-tech Industrial Development Zone, Xuzhou, Jiangsu, China
<https://www.xcmg.com/en-ap/product/Aerial-Working-Equipment/pro-list-1000127.htm>
Tel: +86-516-8798 9566

 National service hotline: 400-110-9999



The 'three Ps' of business sustainability are the planet, people and profit. In his second column, Andy Wright considers the first of these, and the need for collaboration between OEMs, rental companies and equipment users.

Building the low emission ecosystem

Everyone is aware of the climate crisis caused, at least in part, by the increase in carbon emissions as industrialisation has grown globally over the last few centuries, and over the last 100 years or so. It's primarily a problem created by humans, and we need to act now to prevent a catastrophic situation in the future.

The rental industry is not immune from this and consequently we stand at a major crossroads in the evolution of the sector if we are to play our part in repairing the damage that we have inflicted on the planet.

So, how can we do this?

The rental sector, in its simplest form, has an ecosystem that comprises a client or end user, a manufacturer of product and a rental business that provides the conduit between both ends of the system. To achieve a successful outcome, each component within this ecosystem needs to achieve satisfactory financial returns and must all meet their goals and objectives.

This has never been more important than now, as we seek to transition towards new lower or zero carbon technologies. To achieve this, all three parts of the ecosystem must actively collaborate.

We know that the rental industry is a fundamental component within the circular economy and is critical in supporting this transition to lower carbon. How do we know this?

The European Rental Association has done some very detailed work around this. The ERA life cycle assessment report (LCA) around a mini excavator is helpful in bringing this point to life.

Challenges

We know, through analysis, that in Sunbelt Rentals, globally, this type of asset is rented, typically, to 20 unique customers on average each year, and each excavator produces 3,250 kg of CO₂ from embodied emissions. Embodied emissions are those created during the production and disposal phases of its life cycle.

The ERA LCA model concludes that half of all customers with a requirement for equipment would buy if the option to rent did not exist, resulting in an annual rental option saving 32,500 kg of CO₂ equivalent. That is, 10 customers not buying at 3250 kg of CO₂ each.

We have around 11,000 mini excavators across Sunbelt, which are therefore potentially saving 357,500 metric tonnes of embodied CO₂ equivalent. To put this in a way we can all understand, this is the equivalent of the annual emissions of 77,000 passenger vehicles saved. Scale this calculation up globally and it's clear that the sector does make a very significant difference, even without the

introduction of the new zero carbon technologies being developed.

That said, the transition to zero or lower carbon is fraught with challenges, many of which rely on the eco system remaining in balance.

What are the challenges?

First, in which technology should we invest? Which will win the race to provide credible zero carbon operation? This a problem for OEMs and rental companies alike, who are deciding whether to invest in electric, solar, hybrid, stage 5, hydrogen, or all of them.

Second, how do we match OEM supply with end user demand? As we transition rental fleets to sustainable technologies, will customer demand increase faster than manufacturers can build, or faster than rental companies can fund the purchase of the equipment?

The role of rental

Ironically, it is the carbon producing old technologies that will be generating the revenues to pay for this technology shift, in many instances, reinforcing the point that the ecosystem needs to be in balance to ensure an orderly transition.

Third, will the technology and infrastructure develop quickly enough to be able to deliver the whole range in a clean energy way? Will the investments needed to create the infrastructure that supports the newer technologies happen quickly enough? How much more power will be needed to operate larger battery powered equipment fleets? How will customers re-charge them at site, in a way that doesn't impact on getting the job done?

In some ways there are more questions than answers and it's only by the industry working together collaboratively, that we will be able to satisfactorily answer them.

What is clear is that the rental sector has a role to play in this seismic change. It must do what it can to make change happen, not just for commercial reasons but because it's the right thing to do. **IRN**

ANDY WRIGHT is CEO of Sunbelt Rentals UK and an experienced senior executive in the rental equipment sector. His career began in 1989, leading to roles including Managing Director Northern Europe at Aggreko, International Chief Executive of Lavendon Group and Managing Director UK & Ireland at Speedy Services.

“ In some ways there are currently more questions than answers and it's only by the whole industry working together collaboratively, that we will be able to satisfactorily answer them. ”



Renta Group's

In late 2021 Nordic equipment rental specialist Renta Group was acquired by European private equity firm IK Partners' IK IXFund. Belinda Smart spoke to Renta CEO Kari Aulasmaa about the company's plans.

CEO Kari Aulasmaa says Renta's new owner IK IX Fund is "the perfect partner" to support growth.



At the time of its change of ownership announcement in December, Renta Group's new proprietor, the IK IX Fund - run by IK Investment Partners, a private equity firm headquartered in London - was described by Renta CEO Kari Aulasmaa as "the perfect partner for Renta as we embark on the next stage of development."

Renta Group is known, particularly in its home market Finland, as full-service rental business with a scaffolding and weather protection offering. It's also a fully digitalised operation, a fact central to its rapid growth.

Under its previous founding owner, Finnish private equity firm Intera Partners, it grew into one of the leading companies in the Nordic region. It now has a fleet valued at more than €500 million and annual revenues approaching €300 million. It has 103 depots across Finland, Sweden, Norway, Denmark and Poland.

"We're number two in the Finnish market, [after Ramirent], number three in Sweden and four in Norway," Aulasmaa tells *IRN*. But he clearly has further ambitions for the company; he says new ownership under IK IX will take it "to the next level as a business."

(Aulasmaa is former Ramirent executive and is not alone at Renta in having past links to Ramirent, which is now owned by Loxam. Two previous Ramirent CEOs - Kari Kallio and Erkki Norvio - sit on Renta's board of directors.)

He says IK IX Fund's Nordic connections and understanding of Renta's markets will support the company's growth, which includes plans to enter continental Europe through greenfield openings and acquisitions.

Renta will also strengthen its presence in the

“ I would say that the trends, including increased sustainability, are very favourable for rental. Digitalisation is linked to sustainability because it helps companies to act responsibly. **”**



next chapter



Under previous owner Intera Partners, Renta Group grew to become a leading Nordic rental company.

Baltic Sea region, strategically important due to its proximity and business links with the Nordic countries.

Expansion and consolidation

Aulasmaa says he is “carefully screening” the whole of Europe with the aim of building the business in markets “where there are clear opportunities.”

“For example, it’s very unlikely that we would jump into

a mature market like France without first building our presence elsewhere. For us the most interesting markets in Europe also include the UK, Benelux and Germany, which cover approximately half of the European rental market.”

Meanwhile building markets closer to home is also important.

“We still have a lot to do in our home territories in the Nordic markets. So far, we have a nationwide rental network in Finland. We’re over halfway there in Sweden but we still have a lot to do in Norway, and in Poland and Denmark.”

“The ultimate goal is to have nationwide general rental together with scaffolding and weather protection wherever we are. So far that’s only the case in Finland,” says Aulasmaa.

“In Sweden we have 47 depots, and that figure will be closer to 75 or 80 in future. It’s the same in Norway, which has 15 depots – so our mission at the moment is completing networks in all countries.”

(Following this interview, Renta Group confirmed in early March that it had acquired Norwegian rental company Utleiesenteret, a mid-sized business in Eastern Norway, an annual turnover of approximately NOK 300 million (€30.4 million).)

Aulasmaa says the company’s expertise in scaffolding and weather protection plays a strategic role in its plans.

Renta Group’s aim is to support customers in using equipment more efficiently and safely.

“Scaffolding and weather protection are roughly 25% of the rental market in the Nordic area, particularly in the renovation and industrial plant sector. They can be combined with other products and services.

“If you have a renovation or industrial plant project involving scaffolding, you may also need excavators, materials handling equipment, powered access and hand tools. We’ve found that scaffolding is one way to enter the market.”

Digital growth

Equally important to its growth is the fact that Renta Group has been digitally enabled from inception, which the company says helps make it quickly operational and scalable in any market.

The digital offering comprises the rental and management app Renta Easy and internal apps for core operations: Renta Modules, which houses site modules design and VR modelling tools;

Renta Pro – an ERP tool for the scaffolding business; Renta Task – an ERP tool for Site Services; Renta Connect, a cloud-based integration platform; Renta Tools – an app for fleet maintenance and equipment downtime elimination; and Renta One – an analytics tool.

“We have a very strong understanding of local markets,” says Aulasmaa. “Our approach is that if you cannot manage from a distance, you have to operate a network that gives you control. Our reporting platform and digital tools enable that.

“But most important are the clients. What we have created has empowered customers. It has brought us much closer to clients and has created a true partnership spirit.

“One example of this is in utilisation. We work with customers to clean out capacity from sites; that’s the revolution we’re building. If you offer a transparent fleet management tool, they start to see the full picture in terms of how they behave, what equipment they’re using and whether they’re using the right equipment.

“Safety and costs are also becoming more transparent. Another very important thing is planning, the effective planning of construction operations. We are ready to support customers, to use equipment in a more efficient, safe and sustainable way.”

Growth strategy

Renta’s approach to growth has typically blended acquisitions and greenfield openings and will continue to do so.



“ We work with customers to clean out capacity from sites; that's the revolution we're building. If you offer a transparent fleet management tool, they start to see the full picture... ”



“Of our 103 depots, 55 were greenfield and the balance was acquired, so it's a combination of the two.

“In Finland, our growth is very much organic. In Sweden, we made a platform acquisition in 2018 - rental company Stål & Hyr Group AB - and since then we've grown through greenfield sites and acquisition in Sweden; so, a combination of both. Poland is primarily greenfield, as is Denmark.

“With Renta's entry into Poland, we more than doubled the population of our market with 38 million inhabitants, more than the other markets together. Poland has a big population and a strong construction market supported by EU. It also has low rental penetration; the rental market today is slightly smaller than that of Finland, a much smaller country, which tells you a lot about the future potential of Poland.”

By contrast, a country like the UK with a more mature rental market is a different prospect, but a viable one.

“It's too early to estimate how we could compete in the UK. On the other hand, it's an extremely fragmented market. The leading companies in the UK are not very big; not much bigger than Renta is today.

“Sooner or later, we will see some consolidation in the UK market and for a company that is agile and flexible enough to understand the nature of that market, with an advanced digital stack, there would be opportunities there.”

Pandemic response

Aulasmaa says the impact of Covid on Renta's key markets has been minimal and he predicts a positive outlook for 2022.

“Rebound' is probably the wrong word, because in fact the Nordic market did better in the pandemic than southern Europe.

“Of course, there were some negative impacts, particularly on the events sector, however the pandemic also boosted some businesses. Construction sites were able to follow safety requirements in terms of distancing and there was demand for fencing and weather protection products.”

“All in all, the impact has been limited and the outlook is fairly positive. It's a stable market and we can see continued growth in the coming years because the underlying construction sector is doing well. We also expect rental penetration to increase in the Nordic markets.”

He says the long-term trends of digitalisation and sustainability, key planks of Renta's strategy, were accelerated by the pandemic, as businesses engaged with remote working.

“I would say that the trends, including increased

Renta Group operates a total of 103 depots located across Finland, Sweden, Norway, Denmark and Poland.

sustainability, are very favourable for rental. Digitisation is linked to sustainability because it helps companies to act responsibly. On the other hand, sustainability requirements, particularly in Europe and the Nordic countries, are boosting demand for rental.”

Business continuity

For Renta, the new ownership structure under IK IX will ensure a “business as usual” climate.

“We've had long term goals for some time, and we've shared those with our new owners and we will continue to execute our plans. Having said that, a new owner is a new owner, and that always keeps things exciting.”

Those longer-term goals include clear business objectives. “We are now approaching 300 million euros in revenue and the plan is to double or triple that in the coming years,” he says.

“But more important than market-share related targets, our aim has been and will continue to be to build a company that is good for its clients.”

IRN

Lift The Future

EXMILE SPECIAL TYRE

EXMILE SPECIAL TYRE CO., LTD.
 ADD: Phoenix Industry Park-Lalzhou
 Economy Developing Zone
 Shandong Province, P.R.China
 FAX: +86 535 2717077
 E-mail: exmiletire@exmiletire.com

+86 535 271 7086
 +86 532 85800503



BREAKING CONCRETE THE EASY WAY

Hilti TE 3000-AVR
breaker



The TE 3000-AVR is the ultimate breaker you need for heavy-duty concrete demolition, asphalt cutting, earthwork or driving ground rods application. With a 40% increase in demolition performance at a weight that is 3kg lighter than the previous generation, it gets the job done better, safer, and more efficiently.

Find out more: www.hilti.co.uk

Major cities make push on electric construction

When construction work started at Olav V Street in the centre of Norwegian capital Oslo, the noise and fumes created by excavators digging up the road to convert a taxi rank into a pedestrianised zone was so low that café owners even left their doors open.

So says Guro Wensaas, social responsibility advisor at Oslo Municipality, the city government responsible for attempting to undertake the world's first zero emissions construction project.

Work began on site in one of the busiest streets in the city in September 2019 and completed in November 2020, using nearly all electrical machinery.

"The pilot project in Olav Vs gate has produced valuable experience for future projects, both for contractors, grid companies, municipalities and machine suppliers," says Marianne Mølmen, Project Manager for zero-emission construction sites.

"The City of Oslo has willingly accepted its responsibility for bringing about the necessary changes in the emission levels from the building and construction industry, so that we can enjoy a greener city."

Much of the work was completed using a ZE85 9-tonne battery-powered tracked excavator and a ZE160LC excavator, developed by Hitachi in cooperation with Norwegian dealer Nasta and the German company EAC European Application Centre. Other electric machines used on the site included a Kramer 5055e wheel loader and a Caterpillar 323F Z-line excavator (developed by Pon.).

According to Mølmen, overall the electric machines performed equivalently to diesel ones but some processes still required traditional machinery such as welding in order to ensure the same quality.

Now, as a result of the success of the project, Oslo Municipality is aiming to require all contractors undertaking construction work on its behalf to use emissions-free equipment.

Zero emissions construction sites

The city is one of a small but growing number aiming to cut emissions from construction sites to zero over the coming decade through a combination of demonstrating best practices, public procurement incentives and changes

to construction permit rules. (See box at bottom for list of case studies.)

According to the United Nations, 23% of the world's CO₂ emissions come from construction and 5.5% of that come from machinery and equipment on construction sites.

Over the last twenty years, many cities, especially those in Europe have introduced Low Emissions Zones (LEZ) regulating the number and type of diesel and petrol cars which can access city centres. However, most LEZs still do not include construction machinery and other off-road vehicles.

"As cities become increasingly aware of air pollution impacts and turn to 'Low Emission Zones' and alternatives, construction machinery has remained relatively unregulated," says Mark Preston Aragonès, policy advisor at Norway-based non-profit organisation, The Bellona Foundation.

"Construction machines are frequently omitted from Low Emission Zones, which regulate the access and operation of vehicles within designated areas."

Wensaas and Mølmen say that instead of restricting fossil fuel burning construction equipment through the city's congestion charge or Low Emissions Zone, Oslo city council is hoping to use planning permits to completely



PHOTO: CHINA SOUTHERN POWER GRID

Shenzhen has become the showpiece for China's push into electric vehicles. In May 2020, the city started construction of the country's first large scale vehicle charging station with capacity to charge 600 electric waste collection trucks.



With key cities attempting to pilot the world's first zero-emissions construction sites, Lucy Barnard finds out how pressure is mounting on contractors across Europe to switch to electric.

ban emissions from construction sites by 2030.

Moreover, as a major purchaser of construction services for roads, schools, nursing homes and wastewater infrastructure, with a construction budget of NOK10bn (€1bn) a year, Oslo will use its purchasing power to require publicly procured construction projects to use zero emissions machinery and transport by 2025.

The Big Buyers Initiative for construction

Oslo is also one of a handful of cities in the Big Buyers Initiative working group on zero emissions construction sites – "Zemcons" for short. Cities which sign up for the project, run collaboratively by ICLEI (Local Governments for Sustainability) and Eurocities, have committed to use their buying power through public procurement contracts to drive innovation.

"Using their vast purchasing power, cities can create a new market and push manufacturers, contractors and suppliers to adopt new technologies and methods to enable the construction industry to continue its vital work without damaging our environments," says Preston Aragonès.

The working group is primarily led by Oslo, Copenhagen, Helsinki and Stockholm, all of which are in various stages of piloting zero emissions construction sites. However, other European cities are watching closely, including Amsterdam, Brussels, Budapest, Lisbon, Nantes and Trondheim.

In 2020, Denmark-based contractor Nordkysten started work on Copenhagen's first zero emissions construction site, laying cables under the city's pedestrianised Østergarde area.

The contractor used equipment including Wacker



Germany: Construction company Leonhard Weiss recently tested the zero emission range from Wacker Neuson during the renovation of Stuttgart's market square. Pictured in foreground: the EZ17e Zero Tail excavator and DW15e Wheel Dumper at work.

Neuson's 1.5 t EZ17e excavator, a 1.5 t payload electric DW15e wheel dumper, a battery-powered vibratory plate AP1850e, and a battery-powered rammer AS50e, rented from Denmark's largest rental company, GSV.

"When we work a lot in night-time, we have to use machines with very low noise," says Frank Schou Kruse, managing director of Nordkysten. "The machines are impressing us a lot."

And in 2021, Finnish capital Helsinki completed its first major public project using electric construction equipment, converting Kulosaaren puistotie boulevard in the Kulosaari district, into a cycling street.

The construction work, which was undertaken by Finnish contractor VM Suomalainen Oy, used three 4.2 t electric wheel-excavators and one electric mini-excavator. However, the rest of the machinery used on site was diesel-powered, with most of these machines fuelled with HVO (hydrotreated vegetable oil).

The city's Urban Environment Division said that it had decided not to demand full use of electric machinery on the site because it wanted to let small companies which could not afford electric machinery to participate in the tendering whilst still encouraging the use of electric machinery.

Helsinki aims to be fossil fuel free by 2025

As a result of the project, the council said it has decided to apply the minimum criteria for this procurement for all future outsourced infrastructure and street infrastructure projects. It plans to make all city construction sites fossil fuel free by 2025 and zero emissions by 2030.

"With the Green Deal signed in September 2020, the practices of zero-emission worksites will be gradually

“ Using their vast purchasing power, cities can create a new market and push manufacturers, contractors and suppliers to adopt new technologies and methods, to enable the construction industry to continue its vital work without damaging our environments. ”

MARK PRESTON ARAGONÈS, policy advisor at The Bellona Foundation.

applied to the work of the entire city," the Urban Environment Division said in a statement. "Next we will expand the pilots to housing construction and maintenance projects."

On the other side of Europe, London too has announced it plans to bring construction site emissions down to zero, but only by 2040.

However, unlike Oslo, Copenhagen and Helsinki, the London Mayor is hoping to achieve the switch by introducing its own Low Emissions Zone for non-road mobile machinery which it is putting into practice through the use of planning conditions and enforcing through site inspections.

The NRMM (Non-road Mobile machinery) Low Emissions Zone requires all operators to register and for all equipment used in the areas in which it operates to meet specific EU emissions standards.

And the Mayor's office says that it is waiting for legislation from the UK government in order to do more.

"The Mayor has consistently lobbied for Government to create more efficient powers to control emissions from all NRMM in London," a spokesman from the Mayor's press office told Construction Europe.

"Despite the commitment made in the 2019 Clean Air Strategy Government has yet to bring forward regulations to help local authorities control emissions from this source."

Equipment manufacturers, meanwhile, say that construction companies, rental companies and their clients are also requesting emissions free construction equipment in order to enhance their 'green' credentials.

In February 2021, for example, Austrian contractor Swietelsky used a Wacker Neuson electric mini excavator and battery powered rammer to complete outdoor facilities including a children's playground, pavements and loading bays at a mixed use development in central Vienna.

"We would like to reduce CO₂ emissions as well as noise pollution step by step, particularly in the inner city area," says Karl Weidlinger, CEO of Swietelsky. "We can reduce >

operating costs with [these machines] and protect the operators even better.”

In France, civil engineering firm Colas said it was trialling a fully electric excavator at its Stonleigh Junction site in Warwickshire, UK.

Energy giant Shell, which is currently in the midst of a major construction effort to install 500,000 EV (electric vehicle) charging points across its sites - up from the current 80,000 points - says that it too hopes to run a trial of EV excavators in 2022.

Transition moving too slowly

Yet critics still complain that globally the transition to zero-emissions construction equipment is still moving too slowly.

Contractors and rental companies point out that prices for electric equipment is prohibitively expensive. Volvo CE, one of the world’s major construction equipment OEMs and a leader in electric machines, estimates that the average price of an electric mini excavator stands at around €63,600 (£53,000) while its diesel equivalent is just €25,200 (£21,000).

Without sufficient charging infrastructure, contractors fear that they would not be able to get enough power to do the work required. And, with electric construction vehicles still in their infancy, many fear that the equipment is not as powerful as its diesel equivalent.

“The shift to electrification is a chicken-and-egg scenario. If sales volumes of electric machines don’t rise, then the prices will struggle to fall,” says Mats Bredborg, head of customer cluster utility at Volvo CE.

“The leaders of major urban centres are sold on the idea of cleaner inner city construction, but it needs the entire supply chain - legislators, clients, contractors, equipment manufacturers - to make it a reality. At Volvo CE we are

PHOTO: SHELL, COPYRIGHT ED ROBINSON



Shell’s first EV charging station in London, UK.

investing heavily in electrification, but the wider industry is proving resistant to updating entrenched construction methods.”

Bredborg believes that the electric vehicle revolution taking place around the world – and the massive infrastructure requirements that come with it - provides the perfect opportunity for city councils and customers to work together to demand the use of electric construction equipment too.

Market research firm Berg estimates that, as the number of electric vehicles in cities grows steadily, the number of connected EV charging points in Europe and North America is set to grow at a compound annual growth rate of 38% to reach 7.9 million in 2025.

Volvo’s Bredborg argues that the clients responsible for installing the millions of new EV charging points in city centres should make it a requirement that the contractors carrying out the work should use zero emissions equipment.

“Take the mass installation of charging points for electric vehicles,” he says. “Ironically, at the moment they are almost all being built using machines using diesel engines, with the noise and emissions that go with them.

“This is counterintuitive when there are electrical alternatives. It would be easy for city authorities or the power company that commissions the work to specify that contractors use emissions free equipment. At present this isn’t happening, and so old habits die hard.”

Bellonia’s Preston Aragonès, however, believes the solution must also lie with further legislation, both at a European and a national level.

Currently the European Union only places limits on the amount of diesel emissions produced by construction vehicle through the EU’s Non-Road Mobile Machinery regulations. Bellonia argues that for the EU to reach its aim of being carbon neutral by 2050, it must act quickly to set a goal for zero emissions construction machinery too.

IRN

NEW HYBRID LITHIUM TECHNOLOGY FOR YOUR ILLUMINATION



TRIME®

T-ZERO PRO
POWER & INNOVATION



TRIME GROUP
www.trime.it - www.trimegroup.com



NEW!
For 2022

ELECTRIC



WHEELED



TRACKED

THERE HAVE NEVER BEEN **MORE WAYS**
TO GET THE **JOB DONE.**

Toro Dingo is the most comprehensive range of
Compact Utility Loaders and attachments available.

- NEW TX1300: Now with a reach of **over 3 metres** ■
- Wheeled, tracked and electric models ■ Various operating capacities for the power you need ■
- A wide selection of attachments, including forks, buckets, platforms and breakers ■



www.toro.com/torodingo

EUROPEAN
RENTAL
AWARDS
2022



ERA Convention —

The ERA Convention 2022 will take place on 15 and 16 June in Riga, Latvia, alongside the European Rental Awards, on the evening of 15 June 2022.

The 2022 awards categories:

- Small Rental Company of the Year
- Large Rental Company of the Year
- Rental Product of the Year
- Best Digital Innovation by a Rental Company
- ERA Sustainability Committee Award: Best Carbon Reduction Initiative
- ERA Technical Committee Award
- Rental Person of the Year
- Lifetime Achievement Award

The theme of this year's convention is 'Rental in Transition'. Presentation topics include the EU Green Deal, energies of the future and the role of the equipment rental industry in the green transition.

On day one, the Convention will be officially opened by Pierre Boels, President, ERA. His opening remarks will be followed by a welcome to the Baltic States and presentation of the Rail Baltica scheme, by Kaspars Briškens, Head of Strategy & Development on the program.

Program highlights

The morning of Day One will include an 'Introduction to the EU Green Deal', followed by a presentation on 'Future EU energy scenarios' by Jacopo Brunelli, Managing Director & Partner – Milan, Boston Consulting Group. A talk on the impact of the EU Green Deal on contractors will also form part of the program.

The afternoon will include a look at the status of, and trends in, the energy transition. It will conclude with a panel discussion with OEMs on new energy technologies and their impact on equipment rental.

Day Two of the Convention will include an overview of 'Trends in the European Rental Industry – Update Forecast 2022-23'.

This will be followed by a range of workshops - supported by presentations and debates on 'Rental in

Transition.' These will be based on the work of the ERA's committees: the Promotion Committee, Technical Committee, Sustainability Committee and Future Group.

Confirmed presentations as part of the workshop program include: 'ERA Equipment CO₂ Calculator – release version 2.0' from the ERA Sustainability Committee; and a presentation on some of the preliminary findings of the 'Impact of Digitalisation of Rental' project from the ERA Future Group.

Guest speaker confirmed

Søren Hermansen, Director of Denmark's Samsø Energy Academy, has recently been confirmed as guest speaker at the Convention. His keynote speech will conclude Day Two as well as marking the close of the Convention.

In his presentation, 'Samsø - a circular economy community!' Hermansen will explain how Samsø, a Danish island of 3,800 inhabitants, succeeded in becoming 100% self-sufficient through renewable energy.

He will also discuss the role of data in improving sustainability and the importance of communities and social sustainability.

The Samsø Energy Academy is described on its website as a project-based organisation focused on the consequences of climate change. Its goal is "to convey knowledge about holistic cooperative processes."

The judges

Entries can be submitted for all the awards, except for the ERA Technical Committee, which is judged solely by the committee and not on the basis of submissions.

Details of the awards and judging criteria are available at www.khl.com/rentalawards.



Kari Aulasmaa,
CEO, Renta Group



Pierre Boels,
ERA President



Soeren Brogaard,
CEO, Trackunit



Murray Pollok,
Managing Editor, IRN



Armin Rappen,
CEO, mateco Holding



NON-VOTING CHAIR:
Michel Petitjean,
Secretary General, ERA



Radisson Blu Latvija Hotel. Main picture: ERA Convention 2021, Amsterdam.



'Rental in Transition'

The ERA Convention is described as the premier event for the rental sector. It brings together more than 300 delegates for networking and information sharing.

For more information on the convention, visit: <https://erarental.org/event/era-convention-2022/>.

The European Rental Awards are organised by ERA

and IRN. The European Rental Convention and Awards will take place from 15 to 16 June 2022, at the Radisson Blu Latvija Conference & Spa Hotel in Riga, Latvia. **IRN**



GAINING GROUND WITH US!

YOUR SPECIALIST FOR

- GRINDING
- MILLING
- CLEANING
- TROWELLING

DSM 250

- » Fast and back-friendly working
- » Swiveling grinding head left/right
- » ETX - Easy tool exchange
- » Wide range of suitable High Performance Diamant Tools
- » Dust and vibration-free grinding and polishing up to the edge



» GRINDING UP TO THE EDGE



Visit us!
schwamborn.com

Schwamborn
...gaining ground with us!

Exhibitors at the UK's Executive Hire Show (EHS) from 9 to 10 February at the Coventry Building Society Arena, reported a widespread rebound for the UK rental market. Belinda Smart reports.

“Last year was a record year by far for us, despite the pandemic, and that was largely due to Stage V and the push towards emissions reduction. We expect 2022 to be a bumper year, and 2023 too.”

Andy Munford, Managing Director of Shindaiwa UK, summed up the mood at the Executive Hire Show (EHS) 2022. After a prolonged hiatus – last year's show was pushed back by a full year (to this year's schedule) due to the pandemic – there was a palpable buzz on the stands.

Green products

The buoyancy is partly driven by demand for low emissions product, so it was no surprise to find numerous green releases on show, many in the 'Innovation Trail Eco: Live' feature. Shindaiwa itself was part of the Trail, showing its Eco Hybrid 300 welder generator machines.

Shindaiwa and Sunbelt Rentals UK had teamed up to announce Sunbelt's purchase of 100 of the welder generator machines, which offer 60% reduced fuel consumption and 50% reduced CO₂, as well as “ultra-silent” operation.

Also on the Trail, JCB was exhibiting its electric range, including the 525-60E Electric Loadall, 19C-1E Electric mini-excavator with Cab; and 1TE Electric Site Dumper.

“There's been a significant bounce back in business since the first lockdown in the UK, when we had to close factories,” Paul Williams, General Manager - National Accounts at JCB, told IRN.



The Genquip Groundhog SolarLoo. IMAGE: GENQUIP GROUNDHOG

UK lifting solutions supplier GGR Group unveiled the ML 3.0 FX Tracked Crawler Carrier at EHS, developed by Italian manufacturers AlmaCrawler. It features adaptive rollers that react to the terrain, and an automatic tilt alarm to avoid load spills.

A significant



Atlas Copco Zenergie energy storage system. PHOTO: IRN

In the 'green' category, the Doosan Bobcat stand showcased Bobcat's E10e - described as the industry's first battery driven, zero tail swing, one-tonne mini-excavator. Doosan Portable Power's new 7/45 portable compressor was showing for the first time in the UK.

Site specific

Welfare unit supplier Genquip Groundhog was showing a new static welfare unit, the Groundhog I.760, featuring two solar panels, a 2000VA inverter/charger, and a 330AH lithium battery, backed up by a fuel-efficient 6.0KVA diesel generator. For the vast majority of its usage the I.760 runs fuel-free.

Also on show was the recently released Groundhog Solar Loo; a fuel-free, solar powered toilet for construction sites, which has warm water supplied by an on-board heating system and 12V LED lighting with PIR.

In the site lighting space, first time exhibitor Integritex Europe was promoting a range of Baselight lighting towers including a portable solar light tower, designed by Prime Design Sweden.

Prime Design managing director Andrej Dahlhof told IRN the 60 kg unit can be packed into a case of a size of a golf bag for transport, adding that “a steady queue of rental companies” had shown interest in the product at EHS.

Power push

Atlas Copco was also part of the Innovation Trail with its Zenergie energy storage system. General Manager Kevin



The E10e mini-excavator on the Doosan Bobcat stand. PHOTO: IRN

- 155 exhibitors**
- 42 new exhibitors**
- Over 2,750 unique visitors**



bounceback

Prince told *IRN* the Zenergize had been out for about a year, but that EHS was a major opportunity to show it to the market.

“Our primary route to market is through the rental companies,” he said.

“Lead acid batteries can’t stand for a long time without being used; this offers an alternative. It provides a longer life with a battery management system (BMS) and Lithium Ion batteries. It can be used in conjunction with a generator to boost a generator.

“Rental companies are buying these for themselves, and contractors also buy them for use in peak power load. Zenergize units can also be used on their own to power equipment such as lighting towers.”

Outdoor power equipment engines supplier Briggs & Stratton had a new battery pack on show. Paul Bramhall, previously director Marketing – EMEA, (at the time of writing, Bramhall has just been named Director – Electrification & Rental – EMEA) said the new portable Vanguard Lithium-Ion 1.5 kWh Swappable Battery Pack was designed to bring versatility to rental operations.

Unveiled as a concept in late 2021, the packs target agricultural, landscaping, and industrial applications and, because they can be removed and replaced from one machine to another, are particularly suited to rental applications.

The Swappable Battery Packs - expected to go into pre-production in the second quarter of 2022 - allow rental operators to offer interchangeable batteries for diverse machines, supporting a charge-for-usage business model.

Aerial manoeuvre

New exhibitor Pinnacle Platforms, the recently formed UK distributor for Sinoboom’s aerial work platforms, was displaying machines including the ML10EJ vertical mast lift and 1932ME scissor lift. Julie Houston Smyth, Sinoboom UK & Ireland manager, told *IRN* the UK market was strengthening, but supply chain remained a problem. Procurement was “a constantly moving target” she said. Although the company’s significant stock of machinery held at its storage facilities in The Netherlands (Rotterdam) had helped mitigate supply issues.

Lighter equipment

In terms of lighter products, Hilti was exhibiting the Jaibot semi-autonomous drilling



Safety first

UK Site dumper OEM Thwaites told *IRN* Thwaites was using its presence at EHS to promote a safety video for its one tonne high tip dumpers. The video had been developed for inexperienced operators, particularly in rental. Thwaites has printed labels with a QR code that can be scanned on a smart phone to reveal the video; and the company was sending these retrospectively to existing hirers, and including them in all future hires.

A Thwaites representative at EHS told *IRN* Thwaites had been experiencing “prolonged high demand” as UK construction sites had continued to function throughout much of the pandemic. Thwaites’ Six and nine tonne machines with cabs were being used for major house building and infrastructure projects.



Pinnacle Sinoboom 1330SE Scissor Lift.
PHOTO: SINOBOOM

robot for the UK market and its recently launched Hilti Nuron battery technology for cordless handheld use.

UK distributor Multiquip – which represents Australia’s Makinex – was displaying new products including the Makinex Powered Hand Truck, the PHT-140. Kevin Cassell, Sales Director at Multiquip told *IRN*; “the UK market is ready for our products and is really going for it.”

UK company Dragon

Equipment’s stand featured the hybrid version of its CR300 crusher for landscaping and construction. Marketing Manager Laura Anderson told *IRN*.

The machine can be battery operated but can switch to engine power if required. It also lays crushed material in its wake, which can be used as material, for example in path-laying, to reduce waste. Powered by the new Vanguard 400, 14HP petrol engine, the machine is narrow enough at 700 mm wide to fit through doorways, making it suited for urban projects with limited access.

The Dragon CR300 crusher and LF1000 lifter.
PHOTO: DRAGON EQUIPMENT



Heavy equipment OEM Sany’s stand featured two stage V Excavators designed for the UK rental market: the SY16 - a 1.6T canopy excavator aimed at the utility and landscaping market, and the larger cabbed 2.6T SY26. Leigh Harris, business development director Sany UK & Ireland, described EHS as “a great platform to meet with key decision-makers from the UK’s hire industry.”



Kevin Cassell, Sales Director at Multiquip, demonstrates the PHT-140, a materials-handler with self-closing hook, for safe single-person lifting up to 140kg. PHOTO: *IRN*

“The mood at the show is really upbeat and I think that reflects the market,” Anderson told *IRN*. “We’re seeing huge demand from the house building and renovation sectors.”

Laurie Anthony, Director at Easy Petrol Post Driver said interest had been strong in the self-named Easy Petrol Post Driver, which enables a single individual to knock any size stake, peg or post into the ground, up to a 100mm diameter. Manufactured in Australia, the driver’s hammer action of 1720 BPM will drive a post into the ground “in a matter of seconds,” powered by a Honda GX35T 4-Stroke Engine. “The show has been excellent, with decision-makers visiting the stand,” Anthony said. “It’s been really positive, meeting suppliers, peers and customers.” **IRN**



Inauro

We bring your data together

Vehicle Fleets, Plant & Machinery, 3rd Party Data, Digital Forms, Operational Systems, Labour Resources

Perspio™ is a SaaS platform that can ingest, aggregate, analyse and present data sourced from any accessible endpoint across your operation – telemetry-enabled, or not.

#getyourdatatowork

Inauro has launched a rental module to its modular data fusion platform Perspio.

Rental software and digital tech suppliers are heightening their focus not just on data, but on solutions that help businesses get the most out of it, writes Belinda Smart.

“Customers are demanding more from rental companies. Providing equipment is not enough – providing transparency on equipment quality and servicing, access to live data during the contract life and integration into site systems are becoming more and more important, offering forward thinking rental operations an opportunity to increase their footprint.”

Max Girault, Chief Commercial Officer of Australian company Inauro, is referring to a rapidly changing rental landscape driven by digital transformation. He’s also alluding to the challenges entailed; while digital transformation means there are an “increasing number of digital solutions coming on to the market to solve pockets of need, they remain in siloes and are not leveraged to their full potential by sharing data across the rental operation,” he says.

Removing silos

Making data management easier and more fruitful is one area in which software and digital suppliers can refine their proposition. Sydney-headquartered Inauro is doing that by integrating and streamlining discrete work processes, Girault tells *JRN*. Inauro captures data from IoT devices, digital forms, ERP, CRM and other enterprise systems to streamline and add value to operational workflows.

It has recently launched a rental module to its ‘data fusion’ platform Perspio, which connect assets, devices and operational systems to improve safety, efficiency and environmental performance for businesses.

The rental module works within equipment rental companies, integrating GPS tracking, telemetry, and rental data to generate a unified view of a customer’s operation.

“With this data now in one system, the rental operation can unlock value by automating currently manual day-to-day rental operations tasks using Perspio,” Girault says.

Features include automated alerts from equipment, integration of customers’ pre-start/inspection tools and the ability to share equipment data with customers and service technicians, enabling a “fully digital experience for customers.”

The system captures GPS tracking and telematics data via connectors that “ingest” data from diverse OEMs and device manufacturers.

This includes data from JCB Livelink, JLG Clearsky, Digital Matter, Trackunit, CAT Visionlink and a range of others. Girault says the “library” of connectors is continually being added to.

“Connectors are also available for many widely used systems within the rental industry such as ERPs, CRMs and other software like digital pre-start checklists - this data can even be ingested from within corporate networks

Data that delivers

(SaaS) player To-Increase has added new capabilities to its Dynarent cloud-based rental solution.

through the deployment of PerspioAgent,” he says.

The solution gives Perspio users fleet visibility, fleet analytics such as utilisation, and workflow automation.

“With data brought together, rental operations can now free up time for staff to focus on quickly getting equipment out to customers, for longer durations, with better reliability and improved customer experience.”

Integration

Also designed to break down data barriers, global software as a service (SaaS) player To-Increase – which has offices in the Netherlands, India and the USA - has added four new capabilities to its Dynarent cloud-based rental solution, Michiel Toppers, Director of Product Management confirms.

Dynarent works within the Microsoft Dynamics 365 environment to integrate rental processes with other processes like logistics, supply chain management, CRM,

North London Plant Hire is using Point of Rental’s Workshop, Driver, and eSign products to provide mobile employees with a connection to its Syrnix software. Capturing condition photos makes it easy to determine who is liable for damages.





Telematics platform Trackunit has partnered with Hilti to increase efficiencies and productivity for smaller bits of kit.

Scaling up

US software supplier Yardz - a cloud-based platform for contractors to manage equipment fleets - recently unveiled RentalLynx, a 'white label' version of Yardz for rental companies.

Yardz was designed to enable contractors to group a number of rental suppliers on a cloud-based interface and organise them by project, rather than having to log in to the interface of each rental supplier individually.

RentalLynx works in the same way and offers features including email alerts to, for example, ensure machines aren't left in the field.

It provides the same user experience as Yardz and is branded with the rental company's livery.

CEO and co-founder Jason Perez tells *IRN* RentalLynx empowers small and medium-sized companies to "compete with the big boys."

"No matter what size your fleet is, you need to have a technology strategy to attract premium renters. If you have premium type technologies you can charge a premium price, because you're giving customers tools to run their business."

RentalLynx was showcased at the ARA Show in Las Vegas last October and, says Perez, was well received.



Management platform MachineMax has introduced a "Shifts" feature to enable shift-based commercial analysis.

and project operations. It also provides a centralised platform for data.

Its four recently added features are DynaRent Customer Portal, DynaRent for D365 Sales, Analytics for Rental and the DynaRent Mobile App.

The Customer Portal allows customers to select equipment, choose delivery dates and locations, and confirm requests. Built on Microsoft Power Platform, it includes the features of the Microsoft suite, including business intelligence, ease of adoption, and data security.

DynaRent for D365 Sales builds an integration between Microsoft Dynamics 365 CE, a cloud-based customer relationship management platform, and Microsoft Dynamics 365 Finance and Supply Chain Management.

Meanwhile the DynaRent Mobile App provides field service staff with access to task orders, customer insights, and data to carry out repair and maintenance work on customer sites. It integrates with Microsoft D365 F&SCM, meaning engineers and truckers can capture an electronic signature, record damages and feed them back into the main management system without using paper.

Mobile ops

Another release in the apps space comes from UK software company InspHire. InspHire's app allows companies to access their software from a mobile phone or tablet, says Mark Taylor, InspHire Product Strategist.

The app enables delivery and collection signatures to be captured and attached them to proof of delivery documents then emailed to the customer, removing the need for paper. It also scans assets for fast turnarounds and allocation.

"This function enables rental companies to respond to customer requests faster. But the same technology can also transform how a workshop operates," Taylor says, because staff can create service and repairs on the move, plus log damages, record labour costs, and allocate parts. Customers also receive instant alerts about any planned maintenance with their kit.

Shift efficiencies

Streamlined operations go hand in hand with efficiencies, says Dane Marshall - Marketing Manager at global equipment management platform MachineMax, which has introduced a new 'Shifts' feature. MachineMax is based

in London and India and was last year acquired by Shell.

Released in February in response to market feedback, Shifts was developed after customers expressed a need to analyse productivity and utilisation per shift, particularly in mining, agriculture and construction jobs.

The feature allows users to set shift times so they can view out of hours operation, view data by shift, and see shifts in reports. They can understand productivity by shift, assess how operators contribute to productivity as well as automate and increase the accuracy of billing.

All this contributes to overall sustainability outcomes, says Marshall.

"There is a very current need for the construction industry to reduce the emissions of their NRMM fleet, and with electric and hydrogen technology not being developed enough to fulfil the needs of the industry the Government's commitment to reduce carbon emissions by 78% by 2035 will simply become unattainable if actions are not made now," says Marshall.

"The 'Red Diesel' tax is something the government has brought in for later this year (2022) to encourage companies to either look at more efficient ways of powering their fleet. It was quickly evident that the data from telematics would overcome a lot of site inefficiencies whilst also contributing to the reduction in carbon emissions."

Changing business models

Danish telematics platform Trackunit - whose stated aim is to eliminate downtime in equipment usage - recently partnered with Hilti to increase efficiencies and productivity for smaller bits of kit.

Tools registered in Hilti's ON! Track system can now be viewed on the Trackunit platform, and heavy machinery equipped with Trackunit hardware can be viewed in ON! Track.

Soeren Brogaard, CEO of Trackunit, tells *IRN* that the partnership will allow customers gain insights on the utilisation of light equipment and tools, a benefit previously limited to larger machines.

The move builds on Trackunit's launch last year of Kin, a small Bluetooth tag for smaller attachments and tools, supported by the Trackunit TU600 installed base, which has a global network footprint for wireless connectivity.

Brogaard says Kin's Asset Utilization capability is >



Location capture

Supporting efficiencies and sustainability, tools for efficient deliveries are in demand; UK player HireHop Equipment Rental Software has released a route planner plugin that displays routes, destinations and depots on a map, with the ability to easily allocate single or multiple jobs to vehicles.

“You can also include additional hired in or temporary vehicles into your fleet on a daily basis when needed, with an unlimited number of deliveries, collections and services per job. Journeys can also be assigned to purchase orders, enabling you to incorporate collections and returns into the driver schedule of items you have rented or bought.”

HireHop CTO Justin Levene says the route planner - set for release by end March - is free for HireHop users. A driver's app is also soon to be released “that enables the driver to capture digital signatures and attach photos to job records,” he says.

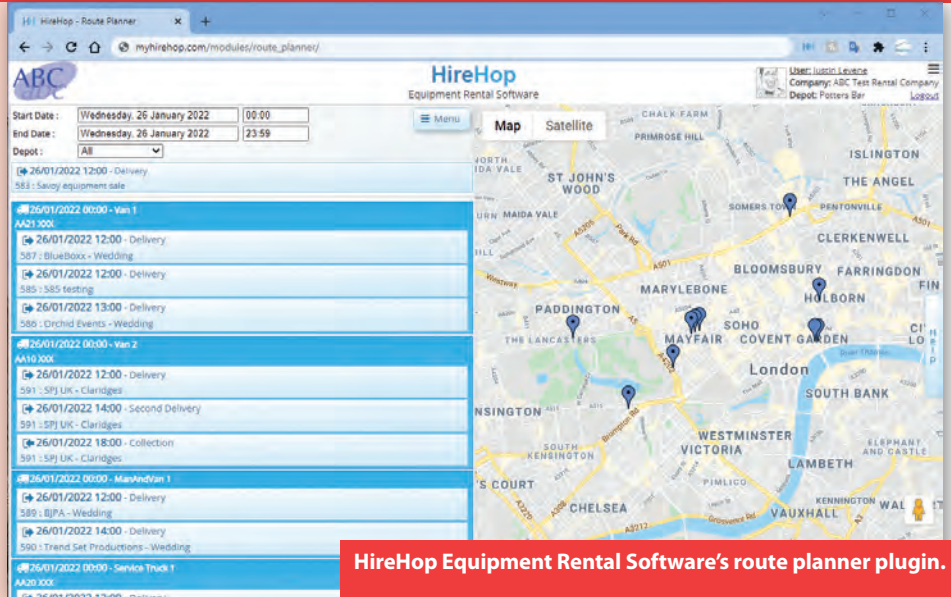
Another UK supplier BigChange has adopted location technology what3words to provide more accurate addresses for job locations. It allows pinpointing of delivery, servicing and collection locations to within three metres.

What3words has divided the world into a grid of three metre squares and given each three random words from the dictionary: a what3words address, which provides an extra layer of accuracy, meaning operatives arrive at the precise location.

BigChange's Job Management Platform also provides an audit track of condition of all assets, with inspection reports supported by time and location referenced in photographic evidence, including photos taken on site when delivered and collected.

providing the industry with more data points from “a greatly increased range of devices and redefines how assets and equipment are monitored and managed.”

This will be a benefit that supports rental companies in initiating new ways of doing business, such as pay-per-use clauses, he says.



HireHop Equipment Rental Software's route planner plugin.

customers to book, collect, and return machines without queuing or completing paperwork at collection desks.

Thomas Smith, Targa Telematics UK Country Manager, says the service “combines the speed of car-sharing with the benefits and security of a rental service” offering fuel level validation, mileage monitoring, accident alerts, penalty charge controls, theft monitoring and other operational processes enabled by telematics data.

Targa's solutions are also enabling the adoption of new business models such as pay-per-use, whereby the customer is charged based on vehicle usage.

The deskless solution is designed to allow rental firms to differentiate their offering by providing a fast, convenient, and immediate rental solution through the use of keyless technology, he says.

IRN

Self-service

Another potential way into new business models is a 'deskless solution', using keyless technology from Targa Telematics UK, the UK operation of the Italy-based company. It is designed to enable vehicle rental operators to provide a self-service rental experience, allowing

Microsoft Dynamics 365

sycor
We give IT a face.

Sycor.Rental | ERP Software

Proven | Certified | Powerful – Quality you can trust

Meet us at the ERA Convention 2022

SYCOR GmbH | Jörg Lüthge | Business Development Rental & More
+49 170 920 78 97 | joerg.luethge@sycor.de

SYCOR AMERICAS Inc. | Larry Miller | Vice President Business Development
Rental & Service Industry | +1 412 526 3330 | larry.miller@sycoramericas.com



www.sycor.de/rental



Sycor.Rental at LinkedIn

Rental management software



Choosing the right rental software has never been so important

inspHire has everything you need to run your hire business effortlessly

- ✓ Global ERP system functionality
- ✓ Hire & sales order processing
- ✓ Logistics planning & management
- ✓ Operator & resource scheduler
- ✓ Service, maintenance & repair
- ✓ Complete control & visibility
- ✓ Dashboards & reports
- ✓ Accounting & finance
- ✓ Asset tracker



Contact us today:

[insphire.com](https://www.insphire.com)

sales@insphire.com

The telehandler market is evolving to meet demand for compactness, versatility and lower operating costs, writes Belinda Smart.

Handling anything

Pushing the boundaries in terms of compactness, Manitou has launched an ultra-compact rough terrain telehandler described as “ideal for rental” and covering construction, landscaping and agriculture applications.

The Ultra Light Manitou (ULM) model - deliveries of which will start in the third quarter of 2022 in Europe, North America and Australia - has a transportable weight of less than three tonnes and can be loaded onto a 3,500kg total capacity trailer, driven with a standard European driving licence.

Manitou says the ULM's dimensions are among the most compact on the market, offering a width of 1.49m and a height of 1.92m. The machine comes in two versions, with lifting capacities of 1.25 tonne and 1.5 tonne, respectively, and a lifting height of 4.3m, depending on options.

Named ULM 412 H and ULM 415 H for the global Manitou

offering, the two models are branded GCT (Gehl Compact Telehandler) for the company's North American Gehl line, with the GCT 3-14 and GCT 3-14+ models.

The ULM has four-wheel drive with an oscillating rear axle, a wide range of tyres and a high ground clearance of 29cm.

Attachments

A range of 20 attachments has been designed for the ULM, including forks, branch cutter, large bag handler and snow blade.

Manitou says cost of ownership was a major part of the design process. The Stop & Start option provides a reduction of around €10 per hour idling of the machine's TCO, says the company, through reduced machine depreciation, fuel consumption and preventive maintenance.

Three steering modes have been introduced: two-wheel

steer for high speed travel; four-wheel steer for manoeuvring in tight spaces; and crab mode for lateral manoeuvres.

Manitou's recent telehandler releases also include three fixed telehandlers launched last year, adapted to rental companies: the MT 730 H; MT 930 H and MT 930 HA (with platform basket).

These compact sizes, 2m wide x 2m high, offer a range of add-ons and features. In the cab, for example, is a display available in 22 languages showing real-time maintenance and usage notifications.

Hydrostatic transmission and a 75 hp engine, support



Manitou's MT 930, designed for lower total cost of operation.



Manitou's new ULM ultra-compact telehandler.



In early 2022, Italian rental company Mollo Noleggio purchased 101 telehandlers from Italian manufacturer Merlo, in a deal described by Merlo as its most significant in Italy to date. Included in the agreement are Merlo's eWorker telehandlers (pictured), released last October, with the launch consisting of two models offering zero emissions, noise and fossil fuels. The 25.5-60 model is a two wheel drive version with a turning circle of 2,850mm, while the 25.5-90 is four wheel drive, for enhanced traction. The machines are said to house enough stored energy for an eight-hour shift.



Bobcat's new R-Series telehandlers for rental, designed to ensure ease of use for the operator.



Sany's German assembly

Sany is now producing telehandlers for the North American market from its German assembly facility in Bedburg, west of Cologne. The STH1056A model pictured has a 17.1m maximum lifting height and 4.55 tonne maximum load capacity.

The Chinese manufacturer says the machine uses European components – such as Deutz engines, Dana axles and gearboxes, and Parker hydraulics – allied to Chinese steel components.

Tanja Altjohann, spokesperson for the Port division of Sany Europe, says: "The short transport routes, as well as the fact that delivery to the USA is reliable and continually possible, were a major factor in our decision to produce these machines in Germany."



precise and flexible operation. A new boom with built-in cylinder offers greater visibility for enhanced safety during loading and unloading.

To reduce total cost of ownership, Manitou has implemented a Stop & Start function that automatically cuts out when idling. As a result, the MT 930 H has a potential hourly cost of €18.49, which Manitou says is the lowest on the market for this size machine.

New heights

From compact to high-reach: JCB is extending its range of rotary machines with the launch of the 555-260R. The new

model features 5.5 tonne maximum lift capacity and 25.5m maximum working height. It has a lower chassis mounted engine layout for ease of access. With 500-hour intervals and a "best-in-class SAE serviceability rating", JCB says

the 555-260R delivers maximum uptime and enhanced productivity.

The OEM says the machine has been designed to meet the needs of both rental companies and specialist lifting contractors. "With a robust boom construction and familiar vertically-integrated driveline components, JCB has focused on maximising reliability, productivity, safety and ease of use."

The 555-260R can be used with a range of attachments including pallet forks, a 5.5-tonne carriage winch, a 2-tonne x 2m jib winch, a reduced height jib, a 5.5-tonne hook, light duty bucket, 360° rotating forks and a range of fork-mounted accessories.

It also offers remote-control lift-end operation and the option of aerial access platforms, "in effect making the 555-260R three machines in one – a telehandler, a crane and a mobile elevating work platform."

Attachments use auto recognition (RFID tag) technology, meaning they are identified by the machine, which automatically selects the correct load chart for the application.

JCB also confirms that rotating telehandlers are meeting specific demand from the increasing use of off-site fabrication in construction, which calls for heavier lift capacities and extra versatility.

Stage V

JCB's Loadall telescopic handlers for European markets are now available with Stage V compliant engines. "From the 531-70 through to the 540-200, the full line of machines can be powered by the JCB 448 DieselMAX engine, delivering 81kW (109hp)."

JCB has launched a revised range of construction Loadall telehandlers, powered by the 81kW (109hp) Stage V JCB 448 DieselMAX engine. This complements the Stage V



TEKNO PROGET

T-ZERO PRO
POWER & INNOVATION

**NEW BATTERY-HYBRID-SOLAR
WIDEST RANGE OF GENERATORS**



TRIME GROUP

www.teknoproget.it - www.trimegroup.com

55kW 430 DieselMAX models unveiled in 2019. To meet the emissions regulations JCB has used a combination of next-generation particulate control technologies. This includes a Diesel Oxidation Catalyst (DOC) with a combined and integrated Diesel Particulate Filter (DPF) and Selective Catalytic Reduction (SCR), in a compact one-can solution.

The Loadalls are equipped with larger capacity fuel filters, though the micron rating is unchanged. The water trap capacity has also been increased to five times the capacity of the outgoing T4F engines. However, the Stage V JCB 448 has the same footprint as the previous units, so there are no changes to machine dimensions, turning circles or bonnet lines.

"There are four types of regeneration available with the new single-can system: Passive, Active Manual and Service. In both Passive and Active regeneration, the machine can continue to operate with no loss of performance," JCB confirms.

"If a manual regeneration is required the machine will need to be parked, during a lunch break for instance. The Manual setting will only be required if an Active regeneration has been stopped 20-30 times, or if the soot build up levels require it. Lastly, there is a Service regeneration setting, that can be activated by the local JCB dealer. DPF soot levels can be easily monitored from the site office, within the JCB LiveLink telematics system."

JCB's compact 516-40 and 520-40 compact Loadalls also now meet the European Stage V emissions regulations, with the adoption of a mechanical, naturally-aspirated indirect injection diesel engine from Perkins.

Ease of use

Also meeting Stage V standards, Bobcat's new R-Series telehandlers for construction and rental were designed to ensure ease of use for the operator, says Quentin d'Hérouël, Product Manager for Bobcat Telehandlers for the Construction and Rental markets.

"The new R-Series telehandlers offer agility on demand,



JCB's 555-260R meets European demand for high-reach capabilities.

with a newly configured transmission system providing enhanced smoothness to carry out the trickiest jobs at height with surgical precision. These operations are also facilitated by the combination of the Boom Positioning System, the new updated, ultra-accurate joystick, the inching function and the improved visibility from the cab."

"An enhanced inching pedal design is easier to use and reduces fatigue. A higher engine brake provides a shorter stop

The Pettibone Extendo 1056X: performance improvements for rental users.



distance and increases safety on construction sites. Turtle/rabbit speeds are standard on all models and operated from the joystick. There is also a new DYNAMIC mode for applications requiring rapid transmission response and the new optional hand throttle with FLEX DRIVE function allows for the control of travel speed independent from engine rpm."

The R-Series range offers 12 models with Stage V engines, covering lifting heights from 6 to 18 m with maximum lifting capacities between 2.6 and 4.1 tonne.

Lower TCO

The Genie GTH-1056 telehandler, introduced in 2021 for the North America market, has been designed to lower total cost of ownership by 10% and deliver 20% more lift capacity at max height.

Featuring a side-mounted engine and stronger boom design, it has a 10,000 lb (4,536 kg) capacity, is able to lift 5,000 lbs. (2,268 kg) at maximum height of 56 ft 7 in (17.25 m), and 3,000 lb (1,361 kg) at maximum reach of 42 ft (12.8 m).

"Because the GTH-1056 is largely a rental machine, we focused on features that add value by lowering the total cost of ownership. For example, for rental applications, the 74 HP, DEF-free engine option is a low-maintenance solution which, combined with Continuously Variable Transmission (CVT), delivers performance on par with the 120 HP engine, but with a lower purchase cost and better fuel efficiency." To reduce the time and expense of maintenance, the lower horsepower engine does not require Diesel Exhaust Fluid (DEF). For rough-terrain operation, last year Genie introduced long-life Enduro A/T tyres as standard on the GTH-1056.

In North America, heavy investment on infrastructure projects means that there's demand for "equipment that serves as a multi-purpose tool," a spokesperson tells IRN.

Performance improvements

Launched in 2021 for the North American market, the Pettibone Extendo 1056X telehandler – part of the X-Series lineup – provides a 10,000-pound (4,500 kg) capacity machine capable of reaching lift heights of 56 feet (17m) and max forward reach of 40 feet (12m). It has full-time 4-wheel-drive and tight steer angles.

Its four-section boom is designed to minimise boom deflection for control and accuracy. It comes standard with Pettibone's X-Command telematics program. **IRN**



German rental company Gerken is "going green" with the recent purchase of four Snorkel SR626E zero emission electric telehandlers. The SR626E offers a max load capacity of 2,600kg and lifting height of up to 5.79m with emission-free operation. It is powered by 80V 300Ah lithium-ion batteries and can operate for up to six hours between charges, depending on conditions, while an on-board charger offers overnight charging. It is said to reduce operating costs by up to 60% compared to its diesel equivalent.

Genie's GTH-1056 telehandler for the North American market, designed to lower total cost of ownership by 10%.



eWORKER

Generation zero
of full-electric
telehandlers.



EMISSIONS
NOISE
FUEL
CONSUMPTION

 **MERLO**



[f](#) [i](#) [in](#) [v](#) [merlo.com](#)

SERVICEMAX

WEBINAR

APRIL 5, 2022 AT 10AM CST / 11AM EST / 4PM GMT / 5PM CET

Why equipment rental business should care about digital service transformation

- What challenges do rental business companies have to face?
- Why do equipment rental companies decide to invest in digital service transformation?
- What is the impact on the customer experience?
- How does business process automation impact performance?
- What will the future of digitalized equipment rental companies look like?

SCAN TO
REGISTER



Messersì's local manufacturing capability has allowed it to adjust to demand; the result is its new five tonne tracked dumper, set for launch at Bauma 2022, among other key releases. Commercial manager Marco Gucci spoke with Belinda Smart about the company's strategy.



The TC50E zero emissions tracked dumper, with a carrying capacity of 500kg.

Messersì is known for its dumpers, mini excavators and skid steer loaders and one key feature of the business is that it's one of a handful of Italian manufacturers still committed to onshore production, as Commercial Manager Marco Gucci tells *IRN*. "In our sector there are only a few companies still committed to the idea of manufacturing. At our factory in Casine di Ostra – in the region of Le Marche in the middle of Italy - we do laser machine steel sheet cutting, bending, and welding, both with robots and people, so we can focus on quality of process and check every single phase."

"We do everything ourselves here in Italy; we use some external third parties when needed, but there are no foreign entities for production. We're a manufacturer not an assembler."

While manufacturing automation keeps costs down, keeping prices low is not the priority; "Messersì stands by its positioning, where we believe brand image and quality are more important than price, particularly in the tracked dumper category, where we are very well recognised."

Tracked dumper focus

Local manufacture also means the company can respond flexibly to changing demand, a useful thing during challenging times. The current climate of uncertainty is a reminder of the financial crisis from 2009 to 2012, which saw drastic decreases in demand and production of mini excavators, he says.

"The result during that period was that we converted production to expand the offering in tracked dumpers, where we saw demand was going to increase despite the

economic situation. This kind of adjustment has helped us in every crisis."

The legacy of that focus on tracked dumpers remains. Messersì continues to innovate in the category, particularly in Europe, where rental demand remains high, with products distributed via dealer partners throughout Europe.

Tracked dumpers are currently "having the largest impact in rental companies," he confirms.

"Our main markets for rental are the UK, Germany, The Netherlands and Scandinavia. We supply good number of English [UK] rental companies, Swedish and Norwegian rental companies and German companies, mainly in our tracked dumper offering."

The TC350 dumper was shown at Bauma 2019 as a prototype and is now being sold across Europe.



The TC350 dumper was shown at Bauma 2019 as a prototype and is now being sold across Europe.

Staying on

"In recent times we've also seen demand emerging from Eastern Europe, where they've started to introduce tracked dumpers into rental fleets."

"In more and more markets we are seeing also incremental order of battery tracked dumpers, mainly from rental companies."

Five-tonne dumper

Messersì's stand at Bauma 2022 will reflect the interest in tracked dumpers, with the official launch of the new five-tonne TC550d, an addition to the already successful TC350.

Gucci predicts strong uptake of the TC550d across Europe, where there is wider acceptance of larger track dumpers.

"It's the largest machine we produce, and we develop our machines according to the requirements of our dealers. There is strong demand in the market and currently not too many machines available. So, the TC550d closes a gap in our range on one hand, and on the other, we are providing a powerful alternative to existing machines. And of course, all our machines are Stage V compliant."

The Messersì tracked dumper range totals 15 models, from 500 to 3,500 kg payload, including two battery driven models. The TC350d, shown at Bauma 2019 as a prototype, is now being sold across Europe. The range also includes the electric TC120-e dumper with a capacity of 1200 kg and fully electric transmission and positioned as an all-terrain machine. Meanwhile the smaller electric TC50e is a 500 kg payload machine.

The tracked dumper range offers several power options: gasoline, diesel or battery. "We are the only manufacturer with two sizes of battery dumpers to satisfy market



track

demand, particularly for rental”, says Grucci, “They offer a professional solution and long working hours, as well as being simple models to operate, with narrow access, which is increasingly in demand.”

Mini excavators and SSLs

Just as the financial crisis prompted the focus on tracked dumpers, as the current pandemic appears to resolve – at least partially – the focus on innovation over the short to mid-term will also increase, this time on mini excavators and skid steers loaders.

“The sector is now active again there is a higher demand on suppliers, so we want to catch the wave, and take the opportunity to improve the range,” says Grucci. He says improvements will include enhanced hydraulic performance and Stage V engines.

“Now the market for skid steers is much more active than in the past. Demand for these, and for mini-excavators, dropped in the previous crisis, especially in Italy which was a key market. In the constrained market at that time, only the big players could make [progress], however we now have an opportunity again. The market is expanding, demand is high and there’s not enough supply.”

In mini excavators, Messersi is looking at possibilities to expand its zero emissions offering.

“In our new releases we will look at upgrading the hydraulic system. Nowadays demand is much more focused on versatility; the different applications of mini excavators. It’s not just a digger, but a machine enabling operators to do a variety of jobs. We’re looking at options to develop a hydraulic range that enables the efficient use of fuel to power different attachments.



Marco Grucci,
commercial
manager,
Messersi.

“ At our factory in Casine di Ostra – in the region of Le Marche in the middle of Italy - we do laser machine steel sheet cutting, bending, and welding, both with robots and people, so we can focus on quality of process and check every single phase. ”

“It’s about optimising the utilisation of the machines, with the revenues of rental companies to benefit.”

Recovery

Like most companies, Messersi experienced the effects of the pandemic’s outbreak, but has performed well overall, says Grucci.

“We were forced to close for two months during the first year and of course this was a problem for us; we didn’t invoice for two months, but at the end of the year we got a good result also in 2020 turnover.

“In the second part of the year, we recovered as soon as we started manufacturing,” he says, citing the Italian government’s tax exemption for infrastructure and building activities – along with comparable stimulus measures in other markets – as an important factor in the recovery.

Messersi also adapted to supply chain delays. “We adjusted with longer timelines and forecasts in terms of our suppliers, while doing the same with our customers, so that we were able to distribute a reasonable volume of product from one to the other.

“We managed customers’ expectations and extended our procurement period. Previously this would be done from year end to the following year; now it’s one and a half years in advance, so we have the correct quantities for our manufacturing.”

The OEM has also improved and rationalised its manufacturing process, restructuring the plant for improved productivity and adding new production lines. This is important, he says, not just in terms of smoothing supply issues, but because Messersi forecasts a hike in manufacturing volumes.

“Going forward, we see large increases in orders. We are increasing output by an estimated 20% for next year.”

Looking ahead, he predicts that 2022 and 2023 will be challenging as a result of supply issues. “From 2024 we will see what will happen as a result of governments’ decisions and economic outcomes. Other crucial factors are the conflict between Russia and Ukraine and what happens with regard to the pandemic.” (The interview was conducted before Russia’s invasion on 24 February.)

Fuel prices present another related challenge. “We have already adjusted our prices and we’re not anticipating prices rising for customers. Energy costs and electricity costs are going up, which will have an impact, especially if there is a war. Gasoline and diesel are going up and up; until now we’ve been able to absorb that cost increase but who knows how long that might last?”

Looking ahead, Grucci says the outlook is positive in terms of rental demand in most European markets, due to a shortfall of investment during the pandemic and unmet demand for the next two months, which will see an expansion in 2023-24.

Further afield

Beyond Europe, Messersi has been developing its export markets for the last two years; primarily North America, Australia and New Zealand – with tracked dumpers heading to the U.S.A and Canada and the full range to Oceania. In North America, demand is driven by rental businesses adding tracked dumpers to their fleets. “The potential in the US for the 800 kg to one tonne category is huge, because of the innovation we can offer from Europe. That new technology includes low emissions, drive-chain transmission and hydrostatic and hydraulic functionality.”

Given this geographic expansion and the longer-term outlook, the company seems on track for solid performance.

Bauma 2022, where the full range will be on display, will be significant, says Grucci.

“It will certainly mark the end of a challenging period. It will be very important to be able to meet our industry colleagues face to face again.”

IRN

World of Concrete 2022 came to a close on 20 January, following three days of exhibits, training and educational sessions that brought in 37,000 attendees and 1,100 exhibitors, show organisers reported. Pre-pandemic attendee numbers were typically in the 50,000 to 60,000 range.

Releases on the stands, many of them brand new, reflected the growing need for labour-saving solutions with a focus on safety, efficiency, and sustainability.

Material benefits

DOOSAN has now added the DL250-7 following the release of several new -7 Series wheel loaders last year. The DL250-7 features new smart technologies as well as increased efficiency, including Doosan's transparent bucket.

The Doosan DL250-7, which replaces the DL250-5, features specifications that amplify the operator's ability to scoop, carry and load more material than prior models.

Meanwhile **KUBOTA** kicks off its 50th anniversary year with the introduction of its brand-new U10-5 minimal tail swing compact excavator, designed to meet the needs of professionals who require a versatile, ultra-nimble machine in the zero- to 1-ton range.

The company also unveiled the K008-5 conventional tail swing model, which replaces the -3 model with upgrades including adjustable track width.

TORO's recent introduction of an electric material buggy is designed for easy movement of materials from indoor to outdoor work settings.

The new battery-powered Ultra Buggy from Toro features a compact design and zero exhaust emissions, suited for indoor construction and renovation applications. With a narrow width of 80cm, it can fit through a door, while a zero-turn-radius allows it to navigate small and hard-to-access areas.

The Ultra Buggy comes equipped with a fold-up platform so operators can choose to stand on or walk behind the unit.

The new material mover is powered by HyperCell, a battery system developed by Toro specifically to meet customer demand and optimized to deliver an eight-hour continuous runtime.

Ultra Buggy is designed to haul up to 1,134kg of material. Additionally, the mounted directional and dump switches

The new Climb-N-Go unit from Metaltech.

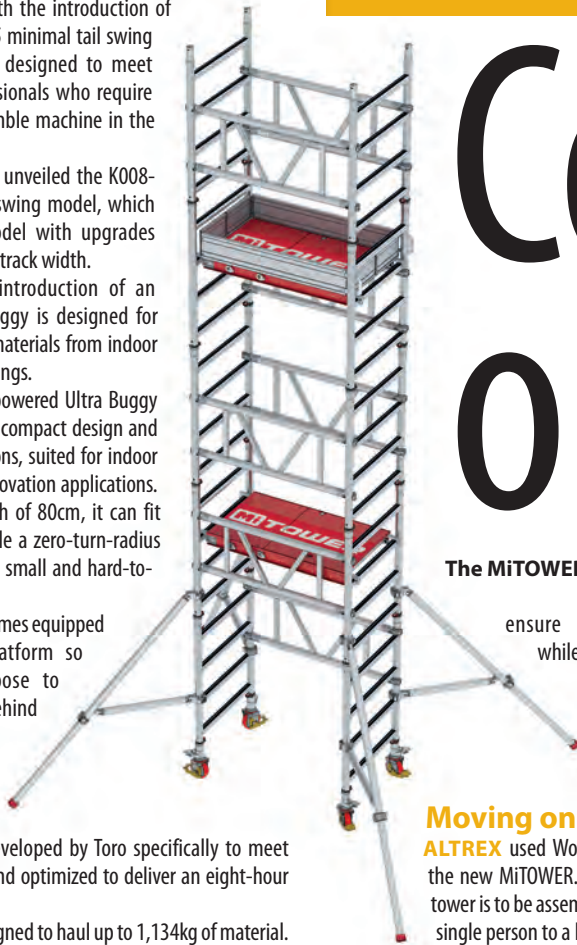


World of Concrete, from 17-20 January in Las Vegas, kicked off show season in the U.S. with more than 37,000 visitors converging in Sin City. Lindsey Anderson and Jenny Lescohier report on the products showcased on the stands.



Bosch Power Tools' new Connected Green-Beam Self-Levelling Rotary Laser.

Concrete on show



The MiTOWER from Altrex.

ensure continuous movement while operating the machine. Toro has confirmed the Ultra Buggy will hit the market in autumn 2022.

Moving on up

ALTREX used World of Concrete to unveil the new MiTOWER. This aluminium scaffold tower is to be assembled and dismantled by a single person to a height of 6m. This scaffold was made for light duty applications.

A representative at the show said, "This being light duty is really aimed towards mechanical electrical contractors, as well as light duty masonry contractors for work where you need to get one guy or two guys up to a spot to work. Stucco, painters, even general contractors for applications that are unique."

Platform girders and a suspension mechanism in the platforms give users maximum grip and make it easier to assemble. Double guardrail braces, a claw system and double braked castors mean that the rolling tower is one of the most stable of its kind, the company said.

METALTECH debuted a piece of technology that makes moving scaffolding easier. The Climb-N-Go unit for scaffolding features an electric motor that allows the scaffolding to be moved without the user having to descend, increasing jobsite efficiency, according to the company. It includes a multi-directional joystick control and automatic wheel lock safety system. The motor runs

AUSA on show

AUSA the global manufacturer of compact industrial vehicles for moving materials and road maintenance, presented AUSAnew to industry professionals in the U.S. The new software allows real-time information to be sent about maintenance requirements, technical problems and performance issues and any unexpected movement of machines. AUSA says the aim is to ensure

that the owner or end customer can get the most out of it and reduce downtime by being able to anticipate requirements.

AUSA also displayed the C501H, the largest in its rough-terrain forklift range, with a 4,990kg payload and a maximum lift of around 5.5m; and the C150H, AUSA's smallest model, was also displayed.



AUSA's C501H RT forklift.

on a DeWalt, Makita, Milwaukee, Stanley, Porter-Cable or Black and Decker battery. The unit is said to be able to move 1,370m on one charge.

EZ SCAFFOLD debuted the Pit Leveler Platform at the show. Ken Jones of EZ Scaffold said that the unit is "our compact version of a hydraulically driven mass unit for doing elevator shafts and stairway shafts.



The new Aqua Cutter 750V from Aquajet.



EZ Scaffold at World of Concrete 2022.

When a general contractor won't allow the mason to do the work from the outside, due to the nature or material (steel) of the structure, the unit must be assembled from the inside. This is typically not preferred as there is less room for material. The pit leveler platform allows this process to be handled with ease.

While most of the product's customers are masons, glass contractors and concrete contractors are starting to use it as well, Jones noted.

Control and versatility

BOSCH POWER TOOLS has added the 18V REVOLVE 4000 Connected Green-Beam Self-Levelling Rotary Laser to its line of grading and levelling solutions, providing users with visibility said to be up to four times brighter than traditional red beams. The green-beam laser also offers extended levelling range and additional ADS settings, making it suitable for a variety of work sites.

According to Bosch, the goal was to design a laser that could adapt to any job site condition, giving professionals on projects "from landscaping to framing the levelling flexibility they need all in one product," said Brooke Corbin, product manager for Bosch Power Tools.

The laser has a 1219m measurement range, dual axis dial-in slope and easy user calibration (uCAL), for precision adjustments while on the job.

Positioning specialist **TOPCON POSITIONING GROUP** is bringing a new portable machine control offering to compact equipment.

"With Topcon Positioning Group's new MC-Mobile platform, precision grading can be done with compact

track loaders and mini excavators manned by operators armed with only a basic knowledge of the technology.

Mark Jones, business development manager, Topcon, said; "MC-Mobile is geared to compact equipment like compact track loaders, mini excavators of 10 tons or less. We want to get on every attachment that we can... motor grader blades, box blades, a six-way dozer blades, we're even going to put a sensor on some flat-bottom buckets," he said.

"Now these compact machines can move around a job site with the precision of traditional machine control that's typically geared to heavy machines."

MC-Mobile provides users with design, build and check functionalities within Topcon software. Operators can use modular components for applications including grade checking, creating designs on the fly, and site layouts without traditional staking.

Robotic hydro-demolition

AQUAJET's latest hydro-demolition robot, the Aqua Cutter 750V, launches Aquajet's Infinity oscillation technology. This moves the water jet in an infinity pattern, removing more concrete in a single pass while reducing shadowing, eliminating pipe holes and providing an ideal bonding surface.

The 750V also features the Evolution 3.0 Control System with new functions, including automatically calculated lance motion settings. It cleans and descales rebar without causing micro fracturing, and maintains horizontal, vertical and overhead reach for concrete removal tasks. **IRN**



MC-Mobile, for equipment including compact track loaders and mini excavators.

FREE ONLINE CONFERENCE



construction TECHNOLOGY SUMMIT 2022



SAVE THE DATE

APRIL 21, 2022

DIGITAL CONSTRUCTION IN THE REAL WORLD: HOW ARE CONTRACTORS APPLYING DIGITAL CONSTRUCTION TECHNIQUES ON PROJECTS AND WHAT DOES IT TAKE TO CALL YOURSELF A DIGITAL CONTRACTOR?

SPEAKERS



IBM

PAUL SURIN

IBM's global engineering, construction, operations and BIM segment lead



mace

DR MARZIA BOLPAGNI

Head of BIM International at Mace



ORACLE

FRANK WEISS

Senior Director, New Products, BIM and Innovation at Oracle Construction and Engineering

HEADLINE SPONSOR



SUPPORTING SPONSOR



ORGANISED BY

**international
construction**

**CONSTRUCTION
europe**



www.ct-summit.com



Spanish tool rental specialist ToolQuick is seeing increased demand from homeowners. Murray Pollok spoke to founder and CEO Jose L. Aliaga.

A ToolQuick in-store location at a Gamma store. (Inset) example of a co-located ToolQuick and Hilti store in Spain.

In-store growth

Spain's ToolQuick continues to expand in Spain through channels including co-located and in-store locations as well as stand-alone sites.

Jose L. Aliaga, founder and CEO of the Madrid-based tool rental business, says it has benefitted from the increased interest in home improvement, especially during the pandemic.

"In Spain, people have spent a lot of time at home, and they have been improving their homes", he tells *IRN*, "With every crisis, rental is gaining acceptance in the minds of customers." Revenues last year were around €5 million, and the company employs around 85 people.

The company, which is targeting professional builders as well as homeowners, rents out smaller tools and equipment suitable for renovation, maintenance and gardening jobs.

Despite the pandemic, the business has been expanding its network with partner businesses such as Hilti and builders materials chains Gamma and BigMat La Plataforma (formerly Plataforma de la Construcción).

It now has 29 sites, including four co-located with Hilti, 12 with BigMat (six each in Madrid and Barcelona) and four with Gamma. The BigMat stores were previously branded 'La Plataforma de la Construcción' but were sold to

BigMat by Saint-Gobain last summer. ToolQuick continues to have rental stores at these sites and Aliaga says the two companies are studying how to work together in the future. He says BigMat's existing rental division, BigRent, will not be a problem for the collaboration. The company is also developing even smaller outlets, called ToolQuick Express, and these are now at two Gamma stores and two Montó paint and decoration stores.

Bold choices

Aliaga, who founded ToolQuick in 2009 after a rental career with companies including Euroloc and GAM, tells *IRN* that he wants to have more than 50 stand-alone stores and could open as many as six new locations in 2022.

"I think that 50 stores for sure [is realistic], and I don't know how many Express stores we will have."

He says the smaller Express locations can start with a modest investment and low volume of business, but there is potential; "We have four now, but if you have 50 then there will be some volume."

In these locations the equipment is supplied by ToolQuick, which pays a commission on every rental but doesn't have its own staff at the desks. Another aspect of its strategy is

"We have to have machines they would like to use, machines that offer a new solution, that they didn't know they could use."

JOSE ALIAGA, CEO and founder of ToolQuick.



to be bold in the equipment it stocks. For example, it has a large selection of electric powered machines.

"We are growing in zero emission machines - I think we have the largest selection of zero emission machines in Spain. These are ideal for refurbishment projects - that is our market."

The electric fleet includes JCB's 1.9 tonne electric mini excavators, Wacker Neuson dumpers and compact loaders, Husqvarna and Hilti tools, Kovaco's electric skid steer, the Sherpa tool carrier and Brokk's demolition robots.

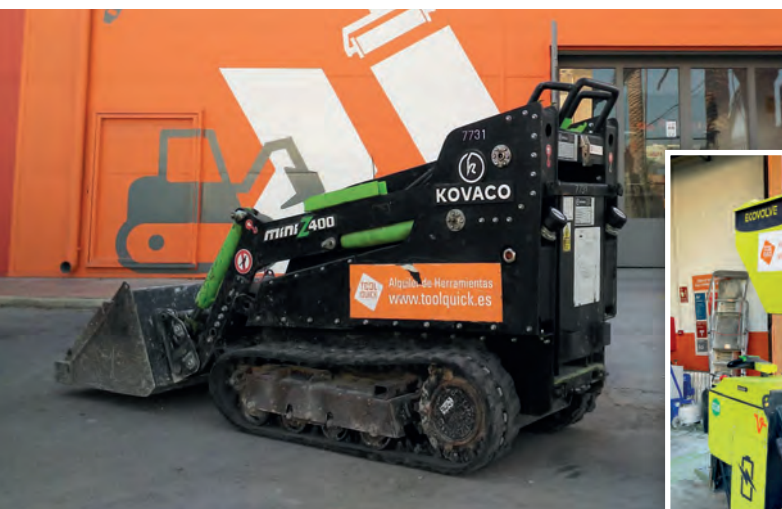
"We have to have machines they would like to use, machines that offer a new solution, that they didn't know they could use", says Aliaga, "Our business is very good at out trying new products".

Examples include battery or engine powered Peruzzo robot brush cutters and Hilti's EXO-01 exoskeleton used in conjunction with its DWS 225 wall sander.

The plan is to continue to open new stores; "We have to be close to our customers. I think a client has find a ToolQuick store less than 10 km away. We have to expand in the big cities of Spain."

The company's network is mainly in urban centres, with more than six locations in each of Barcelona and Madrid, and others in Valencia, Malaga, Seville and Zaragoza. He is also looking for partners in Majorca and the Canary Islands; and a move to Portugal is planned, with a likely opening in Lisbon or Porto. "Portugal has had a lot of economic reforms; the market is growing."

IRN



L-R: Compact loader from Kovaco and Electric dumper from Ecovolve.



The RansomWare and Binary code, RansomWare Concept Security and Malware attack.
 PHOTO: REUTERS/NAWADOLN SIRIBUTR/ALAMY

The ransomware

Ransomware is the most prevalent tool used by cyber criminals, and it's on the rise. Belinda Smart spoke to cybersecurity specialists about how businesses in the rental sector can protect themselves, or respond if the unthinkable happens.

“Cyber hackers are smart, and their goal is to make money through the easiest route possible,” says Kilian Englert - Director of Field Engagement at global cybersecurity company Varonis.

“Once they’ve got a foothold in an organisation, they might use a concept called ‘living off the land’. In other words, they’ll take tools common to Windows for example, and use them inappropriately.

“They’ll write a simple ransomware code on PowerShell - a task automation solution frequently used by systems administrators - and that ransomware finds files and data that might be useful; not just on that machine but on all networked devices. Essentially they’ll take a known, trusted process and misuse it.”

That’s just one way a ransomware attack can insidiously enter an organisation’s IT system. At best it will disable its operations. It can also hold confidential data hostage, and at worst, it can expose or distribute that data via the Dark Web or other illicit channels.

Chillingly, ransomware is on the rise.

“We’re on an exponential curve here,” says Englert. “It’s

hard to measure, but certainly the news coverage has increased and the payouts have gone up in recent times.”

In case his anecdotal assessment isn’t convincing, figures released in February by global cybersecurity specialist NCC Group verify the claim. NCC’s Annual Threat Monitor confirms ransomware attacks almost doubled in 2021, rising by 92.7% in 2021 (1,389 in 2020 and 2,690 in 2021).

Taking into account the widely suggested risk of a Russian cyber-attack amidst the Ukraine crisis, cyber-security is an urgent issue for companies in the rental sector.

As reported by *IRN* sister publication *Construction Europe*, Mike Wills, director of strategy and policy at data security firm CSS Assure, has confirmed that utilities, water, transport, infrastructure and supply chains are potential targets for a Russian attack.

Entry points

Ransomware makes its way into businesses through various entry points. Some of these have emerged recently – the uptick in the use of Microsoft Teams due to the pandemic for example – others have been around for some time.

“It could come through a zero day – in other words a previously unknown exploit in software,” says Englert.

Another entry point is phishing, sending plausible but fraudulent emails to company employees that induce them to reveal confidential information.

“Phishing attacks used to be fairly obvious - think about those famous Nigerian scams requesting help to transfer money - but now they’re sophisticated. Cyber criminals will do their ‘recon’, find named individuals in a company and target them with authentic looking communications.”

This ‘professional’ approach is a hallmark of the new cybercrime landscape.

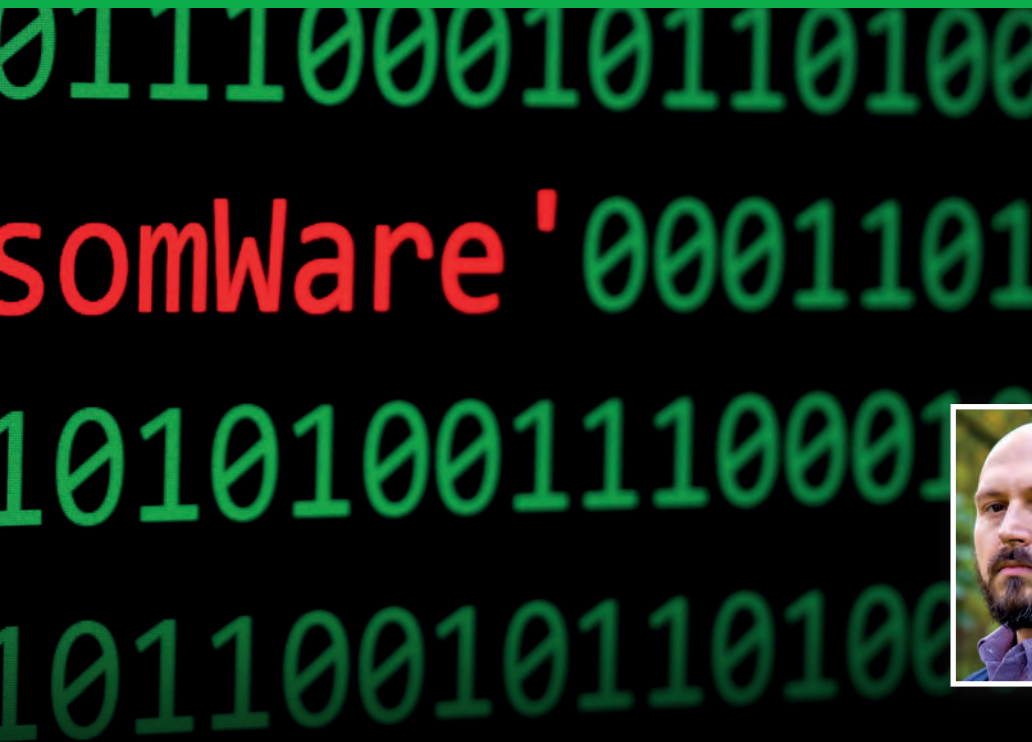
The rise of RaaS

Ransomware players are even mimicking legitimate operations. We’ve heard of software as a service (SaaS) - software delivered online via subscription. Ransomware

“Whether you’re a world leading rental organisation or a single location rental shop, cybersecurity is an issue. **”**



DIDIER DHAENENS,
 CIO, Mateco.



“ You have to assume that at some point, somebody’s going to get breached; something bad is going to happen. The question to ask is, ‘How can we limit that so it’s not as catastrophic?’ ”



KILIAN ENGLERT,
Director of Field
Engagement, Varonis.

playbook

‘Triple extortion’ the new threat

Cybercrime is a fast-moving adversary; new RaaS players such as BlackCat, which became apparent to security professionals late last year, are taking the threat level up a notch, Kilian Englert of Varonis tells *IRN*.

While a player like REvil adopts a ‘double extortion’ method, not just stealing or encrypting data but also threatening to expose it on the Dark Web if victims do not meet their demands, BlackCat engages in ‘triple extortion’.

This entails a threat to launch distributed denial-of-service (DDoS) attacks if victims do not give in to demands. The added threat makes it more appealing to potential affiliates.

Another emerging behaviour sees cybercriminals targeting a company’s customers, says Dhaenens.

“If a key customer is hurting due to your cybersecurity breach, that’s very damaging for your reputation; and in a complex supply chain like that of the rental sector, the risk is high.”

To pay or not to pay

How often do “victim” companies pay the ransom? According to Didier Dhaenens, CIO of Mateco, payment is more common than many businesses report.

“That we know of, between 40 and 50% of companies would pay; and of course not all companies share that information if they are paying.

“Between 2019 and 2021, the average payment was \$550,000 globally. And in half of the 40% to 50% that pay, they still don’t get their money back.”

as a service (RaaS) acts in a similar way, even attracting ‘licensed’ affiliates.

The scale of its ambition is sizeable. A recent case saw Russian RaaS actor REvil attack a supplier to tech giant Apple, stealing the confidential plans of upcoming products.

Didier Dhaenens is CIO of aerial platform rental specialist Mateco and a member of the European Rental Association’s cybersecurity working group, where he has been involved in the development of the ERA’s guide to cybersecurity leading practice in the rental equipment industry.

He says the equipment rental sector has two characteristics that make it vulnerable to ransomware:

digital transformation - encompassing e-commerce and BIM (building information modelling), and connected machines, involving telemetry and the safe storage of captured data.

The latter - telemetry - raises the spectre of machinery ‘held to ransom’ that could potentially malfunction or even do harm.

However despite that, Dhaenens indicates digital transformation in the rental industry remains the most pressing threat.

“Whether you’re a world leading rental organisation or a single location rental shop, cybersecurity is an issue,” he says. “The question all rental businesses should be asking is: ‘If it happens, what’s our playbook?’”

THE PLAYBOOK

Effective backups

Effective backups are the first priority, says Dhaenens.

“Importantly, are they accessible by the IT administrator?” If they are, that’s actually not advisable,” he says. “You don’t want them to be too easily accessible, because if the administrator’s account is hacked, the first thing attackers do is go and find your backups.

“So, don’t just have the backups. Make sure they are ring-fenced and secure. You also need to test them. Backups can fail. We have also seen many instances where companies are not able to restore their back up. It’s important to have drills, once or twice a year, to ensure they are working.”

Safeguarding data

“Whether data storage is cloud-based or not doesn’t matter so much. The main thing is that it must be disconnected from your infrastructure. It should also enable quick restoration of information,” says Dhaenens, who outlines critical factors to consider in storing, safeguarding and restoring data:

- A breach-proof “air gap” or separation between the firm and its data back-up – protected by for example, multi-factor authentication – whereby a user is granted access to a website or application only after successfully presenting two or more pieces of evidence to an authentication mechanism.
- Subscription third party suppliers, usually cloud-based, are a common way of storing and backing up data.
- Data centres – a relatively “old school” alternative to the cloud – are still an effective backup for businesses. This might entail a physical, secure vault containing tapes or discs. Data centres typically offer services with varying cost structures, depending on how far back the back-up dates, and the security levels of the storage.
- The CIO or head of IT of any rental firm needs to know how to restore data quickly and efficiently.

Education

Around 80% of cybercrime starts with phishing, so you have to educate employees, not just once but continuously throughout the year,” says Dhaenens.

Varonis’s Kilian Englert concurs; he says regular drills of all employees, including fake phishing emails, are an effective way to remind an organisation of the danger of cyber threats.

“However, with all the education you do, up to 5% of emails will be clicked on; you won’t get it to zero and you will lose some passwords to cybercriminals,” says Dhaenens. “If all your security is based on a single user’s password, that’s not good.”

Beyond merely using multiple “strong” passwords, businesses should adopt multi-factor authentication.

Reduce the blast radius

But companies can also prevent widespread damage by simply reducing the scope of harm any single

Extra security layer

Equipment rental software specialist MCS’ Cloud solution features a secure CrowdStrike firewall to protect rental companies’ business from malicious attacks.

“Working in technology, we see many instances where without the proper firewalls in place, disaster can strike, and businesses can struggle to get back up and running again,” says Brian Francis, MCS Technical Director.

“We offer our Cloud customers peace of mind that we will always make sure their data is safe from harm and they will be protected against intrusion, zero day threats, botnet detection and more.”

During the pandemic, the company added an extra layer of security to its servers and customers’ data. “We decided to invest in a secondary location to host backup servers that we could roll over to if our primary servers became compromised. This extra layer of security means that should the worst happen, our customers won’t be affected.”

compromised user can do, according to Varonis’ Kilian Englert.

“It’s about specifically evaluating what data individual employees have access to, understanding the business need and pulling back those rights.”

A typical example might be the casual sharing of links from employee to employee, which escalates vulnerabilities if it continues unchecked.

“On average, on day one of their employment, a new employee has access to as many as 17 million files, according to our figures,” Englert says. “That kind of blast radius means they could wipe out data from departments across the whole company in a cyberattack.

“You have to assume that at some point, somebody’s going to get breached. The question to ask is, ‘How can we limit that so it’s not as catastrophic?’”

Tabletop exercises

Tabletop exercises are a common way for firms to map out potential attacks and responses.

“A tabletop exercise might include the head of rental, the head of planning and the head of customer service - where key actions are decided: who has responsibility for what and how to react,” says Dhaenens.

Questions to consider include:

- Who is the third-party provider for incident response? Who has the phone number? (“It can’t just be one person in the company; what if they are travelling?”); who has responsibility for making the call? What is the chain of command?
- Which authority should the company notify? According to EU GDPR (General Data Protection Regulation), breaches should be reported within a specific time frame, and fines apply for non-compliance. Who is responsible for this? It might be the company’s

ERA guide

The ERA’s guide to cybersecurity leading practice in the rental equipment industry can be downloaded at the publications section of <https://erarental.org>.

CEO or head of legal affairs.

- What is the strategy for informing employees, customers and the media?
- How does the company bring data back online?
- This can take weeks; how does the company ensure business continuity if its IT systems are down?
- What should the firm do to ensure key customers still receive their equipment orders? Which take priority?

Not quite paperless

Many firms are going paperless, but Dhaenens says cybersecurity is one area where paper has a role.

“Once every three months, print the contact details for key customers. If your sales guys can’t enter customer information into the system, are there paper proformas they can fill in?”

Cybersecurity guidelines, incident response and business continuity plans should also be printed out, as well as an inventory of assets that could be affected, including phones, laptops and up-to-date software. If you don’t know what you have, how do you know what to protect?”

Parallel communication

In the heat of an incident, communication that doesn’t depend on IT infrastructure is key, says Dhaenens; it can be as simple as WhatsApp. “If Teams is blocked, or the phones are down, key groups already set up on WhatsApp or a similar channel will enable parallel communication.” **IRN**

INTERNATIONAL **rental** NEWS

FREE

INTERNATIONAL rental NEWS
Volume 21 | Issue 9 | September 2022
www.internationalrentalnews.com
A KHL Group Publication

What next for hybrid & electric?

INTERVIEW
Gary Bernardez
on the new
AMECO
p13

INTERVIEW
Diego Pacheco
drives M
Noleo

RENTAL AWARDS | ERA CONVENTION |
RENTAL AWARDS | ERA CONVENTION |

SUBSCRIBE FREE TODAY TO RECEIVE:

- 8 issues per year of the magazine in digital format available on the day of publication
- Enhanced additional content including photo galleries, audio and video
- Weekly eNewsletter - keep up-to-date with the latest rental news
- Subscribe for your free digital issue here today www.khl.com/free-subscription

khl
www.khl.com



CASE
CONSTRUCTION



***TAKING CONSTRUCTION
TO THE NEXT LEVEL.***

2.7M square feet of exhibits / 130,000 attendees / 1,800 exhibitors / 150 education sessions



**CONEXPO
CON / AGG**

MARCH 14-18 / 2023 / LAS VEGAS / NEVADA

No matter what sector of construction you're in, you'll leave CONEXPO-CON/AGG with new ideas, new relationships, and new opportunities to grow your business, and your place within the industry. This isn't just North America's largest construction trade show, it's taking construction to the next level.

LEARN MORE AT [CONEXPOCONAGG.COM](https://www.conexpoconagg.com)



*2020 Attendee Britton Lawson,
Veit and Company, Inc.*

**World renowned
clean energy leader
Søren Hermansen been
announced as guest
speaker at the 2022
ERA Convention in Riga
from 15-16 June.**



ERA CONVENTION 2022

'Rental in Transition'

Riga, Latvia 15-16 June



ERA convention speaker to focus on sustainability

The Director of the Samsø Energy Academy, Søren Hermansen, will be the guest speaker at the ERA Convention 2022: 'Rental in Transition' in Riga, Latvia, in June.

Mr Hermansen, a former environmental studies teacher who was the driving force behind the transformation of Samsø into a world famous renewable energy island, is recognised around the world for his strong leadership. He has been named one of the "Heroes of the Environment"

by Time Magazine and, in 2009, he was awarded the – Gothenburg Award, which some call the Nobel prize for the Environment.

During his keynote speech – 'Samsø - a circular economy community!' – on 16 June before the closing of the Convention, he will explain how Samsø, a Danish island of 3,800 inhabitants, succeeded in becoming 100% self-sufficient through renewable energy. He will also discuss the role of data in improving sustainability and the importance of communities and social sustainability.

Situated in the middle of Denmark, Samsø, an island of 3,800 inhabitants, won a 1997 competition launched by the Danish Ministry of Environment to select Denmark's Renewable Energy Island.

The effort started with Mr Hermansen tirelessly explaining the benefits of clean energy to the people in his community during countless town meetings. The clean energy transition was successful within 10 years and Samsø now exports its excess wind-powered electricity to the rest of Denmark.

Mr Hermansen is currently Director of the Samsø Energy Academy, which arranges yearly exhibitions, workshops and corporate events that regularly attract more than 6,000 politicians, journalists and students from around the world. Researchers from both Danish and foreign educational institutions are able to conduct energy research at the Academy, and island residents can get free advice on sustainable solutions.

Convention will then open with a welcome to the Baltic States and presentation of the Rail Baltica project, before an introduction to the EU Green Deal, an elaboration of the future EU energy scenarios and a look at the impact of the Green Deal on contractors. This will be followed by a session on energies of the future, which will look at the trends in the energy transition, new energy technologies and their impact on the rental industry.

The second day will begin with an update on the rental market forecast for 2022-23, which will be followed by the Promotion, Technical, Sustainability and Future Group workshops, before the keynote speech and the closing of the Convention.

Register for the ERA Convention and get more information about the programme, as well as sponsorship and exhibition opportunities, on the ERA Convention page: <https://erarental.org/event/era-convention-2022/>

The European Rental Awards ceremony is scheduled for the evening of 15 June at the same venue. For more information about the Awards, visit the KHL website: <https://www.khl-group.com/events/rentalawards/>, or email the ERA team at era@erarental.org. **IRN**



CONTACT ERA:

European Rental Association (ERA)

Avenue de Tervueren 188A, box 4

1150 Brussels

Belgium

Tel: + 32 2 761 1604

www.erarental.org

E-mail:

Secretariat-Administration:

era@erarental.org

Secretary General:

secretariatgeneral@erarental.org

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

About the ERA Convention

The ERA Convention is the premier event for the European equipment rental industry and brings together more than 300 leading voices from rental companies and suppliers to the industry to network, learn and share. This year's event will address the EU Green Deal, energies of the future and the place and role of the equipment rental industry in this transition.

The event will take place at the Radisson Blu Latvija Conference & Spa Hotel in Riga on 15 and 16 June alongside the 15th European Rental Awards, with a tour of the historic centre of the city for a limited number of participants scheduled for the evening of 14 June.

The opening day will begin with visits to Ramirent and Storent rental depots and a table-top exhibition. The



Søren Hermansen.

4th Edition

Fiera certificata
An exhibition audited by



28-30 April 2022
Piacenza
Italy

GIORNATE ITALIANE DEL CALCESTRUZZO
ITALIAN CONCRETE DAYS

AMONG THE CONFIRMED EXHIBITORS AT GIC 2022



Supporting Associations



Under the Patronage of



**For info and stand bookings: www.gic-expo.it
ph. +39 010 5704948 - info@gic-expo.it**



Compact all-rounders

HD COMPACTLINE - VERSATILE
AND POWERFUL COMPACTORS



CLOSE TO OUR CUSTOMERS. The HD CompactLine rollers bring great compaction power to bear on construction sites large and small. They stand out for their compact design, good side clearance, large drums, ease of operation and perfect visibility.

 www.wirtgen-group.com/hamm