



SHORTLISTED COMPANIES & WINNERS

Awards co-organised by



EUROPEAN
RENTAL
ASSOCIATION

INTERNATIONAL
rental NEWS

BEST PRACTICE

International Rental News magazine and the European Rental Association have been jointly organising the European Rental Awards for more than a decade and over that period we have often been asked about the shortlisted companies. How were they selected, and what did they do that was special?

To help answer these questions, we have created this special European Rental Awards Supplement, providing details of the companies that were shortlisted in all six categories.

The winners were announced during the online rental awards event on 30 June and are highlighted in this supplement. A video recording of the online event is available to view at khl.com >CLICK HERE<

One of the key aims of the rental awards is to share best practice and to recognise excellence in our industry. By providing more details about what each shortlisted company has done over the past 12-18 months, we hope that the supplement will act as a resource for the industry and as a reference point as it continues to develop.

As you will read, the entries also shine a light on some of the key trends in the rental business today, including digital rental processes, the development of electric and hybrid machines, and sustainability. We hope it is both useful and interesting.

Awards co-organised by



Finally, we thank all the companies who submitted more than 80 entries this year, which was one of the best responses we have ever had.

It is unfortunate that we could not celebrate the awards in person this year, but our online event was still a great opportunity to celebrate some of the successes of the industry over the past year.

Wishing you all good health.



Thomas Allen

Editor, *International Rental News*

THIS YEAR'S JUDGES

Vincent Albasini, CEO,
Avesco Rent



Pierre Boels, President,
European Rental Association
& CEO, Boels Rental



Jaap Fluit, General Manager,
Bredenoord



Karel Huijser, General
Manager & Vice President,
EMEA, JLG Industries



Murray Pollok, Managing
Editor, *International Rental News*



Non-voting chair: **Michel Petitjean**, Secretary General,
European Rental Association



2020 SHORTLISTED COMPANIES

Selected from more than 80 entries, the shortlists are as follows:

Judged by ERA Committees

Best Sustainable Rental Project of the Year

- 🏆 Volvo Construction Equipment (Sweden)
- 🏆 GSV Materieludlejning A/S (Denmark)
- Hoogwerkt (The Netherlands)

(Judged by the ERA's Sustainability Committee)

ERA Technical Committee Award

- 🏆 Manitou (France)
- Haulotte (France)
- Skyjack (Canada)

(Judged by the ERA's Technical Committee)

Judged by industry panel

Small Rental Company of the Year (<€15 million revenues)

- 🏆 Vatupassi Törmälä Oy (Finland)
- Cross Rental Services (UK/Ireland)
- Drial Wynajem (Poland)

Best Digital Innovation of the Year

- 🏆 Spartan Solutions (PHALANX digital operations platform)
- CheckMobile (AI-based damage detection software)
- Intrador (Used equipment valuation tool and App)
- Riwal (BIM, VR training, augmented reality App)

Rental Product of the Year

- 🏆 Wacker Neuson (Dual View dumpers)
- Atlas Copco (E-Air VSD electric compressor)
- Caterpillar (301.7 CR mini excavator)
- Consair (CAMU D2 dust extractor)
- Endress (Energy Storage & SmartEnergyBox)
- JCB (19C-1E electric mini excavator)

Large rental Company of the Year (>€15 million revenues)

- 🏆 Mollo Noleggio (Italy)
- Loxam (France)
- Renta (Finland)

🏆 WINNERS

CATEGORIES JUDGED BY ERA

The Technical Committee Award and Best Sustainable Rental Project of the Year Award were judged by the members of two ERA committees.

The Technical Committee Award was assessed by the ERA Technical Committee and no entries were called for it.

This award is for a manufacturer who has done the most, in the view of the committee, to meet the needs of the rental industry. For example, manufacturers who

have modified or designed machines in a way that reduces cost of ownership.

Meanwhile, **the Best Sustainable Rental Project of the Year Award** was judged by the ERA Sustainability Committee.

It recognises a single project or

initiative within a rental company, a rental association or a supplier to the rental industry for an outstanding improvement in sustainability. This encompasses environmental, corporate social responsibility, labour and safety, antidiscrimination, business ethics and related issues.

BEST SUSTAINABLE RENTAL PROJECT OF THE YEAR

GSV Materieludlejning A/S



In 2019, Danish rental company GSV created awareness about sustainable machinery and the possibility of choosing electric power instead of fossil fuels for construction work.

In October 2019, the company organised 'The Future of Construction' conference, gathering 370 people including industry leaders, media and politicians – among them the Lord Mayor of Copenhagen – to discuss the challenges and opportunities of taking part in the green transition in the rental and construction industry.

During the conference, GSV showcased the latest sustainable machinery and stressed the importance of the industry playing its role in the green transition. Guests had a chance to talk to the politicians and help shape the future of the industry. Meanwhile, suppliers were able to demonstrate environmentally friendly machinery. Some speakers considered trends in the industry, and the ambitions and visions for Copenhagen, which is the largest growth area in Denmark.

GSV says the event was the largest sustainability-driven conference in the rental and construction industry in Denmark. Following the event, the City of Copenhagen has started five pilot projects where GSV's emission-free machines are being tested and the company was subsequently invited to join the government's climate partnerships aimed at developing sustainable solutions in the construction industry.

GSV's commitment to sustainability is underlined by the fact that approximately 15% of its total investment budget in 2019 was spent on environmentally friendly equipment, and the company expects to increase this to 20% in 2020. It says there is a strong

market trend towards more environmentally friendly equipment.

The green transition has become a point of focus in GSV's everyday operations and its supply chain. A key objective has been to align developers, entrepreneurs and the wider industry towards a common goal of sustainability.

In Denmark, the building industry is responsible for as much as 40% of CO2 emissions, which is why GSV, together with its suppliers, decided to put climate-friendly machinery on the agenda. GSV said the consequences of climate change can be seen all over the world. The emission of greenhouse gases is 50% higher today than in the 1990's. CO2 is one of the most dangerous greenhouse gasses and its effects on the climate can be long-lasting and irreparable.

The company said its commitment to the green agenda is permanent, and it also wants to make efforts to bring this sustainable change to the rest of the industry.

By pushing standards in its own operations, GSV hopes to act as a market leader to push the industry to adopt more sustainable solutions across the value chain.

The sustainability initiative came at a time of growth for the business. In 2018, GSV completed an important acquisition that made it Denmark's largest rental business, employing 400 staff. Its CEO, Dan Vorsholt (pictured to the right), received the award of the Rental Person of the Year in 2019. The company became a member of the ERA in 2020.



BEST SUSTAINABLE RENTAL PROJECT OF THE YEAR
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BEST SUSTAINABLE RENTAL PROJECT OF THE YEAR

Hoogwerkt

The Sustainability Committee of the ERA shortlisted Hoogwerkt in recognition of its efforts to build a sustainable rental company, with sustainability integrated into its DNA.

The access rental specialist was created in direct response to a 2014 market study of major Dutch contractors, in which it became clear that there was strong demand for a sustainable rental offering that was not being met.

For that reason, Hoogwerkt created a rental fleet that consists entirely of lithium-ion battery-powered equipment, plus some hybrid machines, with the aim of reducing its customers' emissions. The battery technology may be more expensive,

but it is more sustainable than regular lead-acid batteries or combustion engines. Its fleet reduces not just emissions but also noise and maintenance costs, says the company.

Following its creation in 2018, Hoogwerkt has grown its customer base to 1,400 in 2019, with 17 locations in the Netherlands and a fleet of more than 500 machines. The firm says its dense network of pick-up locations also reduces transport emissions. The machines are IoT (Internet of Things) connected and it uses compact cranes for pick-up or delivery to customer sites.

Hoogwerkt's customers can order MEWPs through an online platform, with features including online booking, automated ordering, visibility of equipment availability and remote monitoring. It combines the strength of generalists (local availability and pick-up options) with those of specialists (in-depth application knowledge and a broad portfolio).

The company says it strives to positively impact its customers' bottom line by delivering a high level of customer service. The services are based on the following principles: the reduction of emissions; the reduction of costs for customers; and increased safety.

Its online ordering system enables customers to easily create an account online, with financial details being checked automatically. When the account is created, customers can check availability, book their machines 24/7, and choose between delivery or pick-up. When the customer arrives at the pick-up location, the reservation is converted into a contract electronically, with return documents and invoices created digitally. The whole process is paper-free.

Hoogwerkt became a member of the ERA in 2018.



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BEST SUSTAINABLE RENTAL PROJECT OF THE YEAR

Volvo



Environmental care is one of three core values for the Volvo group, alongside safety and quality. Among their several projects focusing on environmental care and impact, Volvo CE submitted one clear tangible example, with outstanding results.

At the end of 2019, four years after renewing its commitment to the WWF (World Wildlife Fund) and its Climate Savers initiative by targeting a significant reduction in its global energy consumption and CO₂ output, Volvo CE announced, among other things, a reduction of idle electricity consumption by nearly 50%, progress towards the goal of having CO₂-neutral production facilities (the Swedish site of Braås is already 100% neutral), and a 27% reduction in energy consumption per unit delivered to customers.

The strategy adopted by Volvo CE used a three-step approach: energy conservation; energy efficiency; and use of renewable energy.

By using effective lean manufacturing thinking, the energy use in production facilities was reduced and sustained by a change in company culture, which meant a change in the attitude of staff towards energy. Volvo CE has created a company-wide culture not to waste energy and to continuously improve.

Energy efficiency actions then further amplified the achievements of the energy conservation phase. Today, renewable electricity is used in all of Volvo CE's production facilities around the world, with the only exception being Asia. Volvo CE was the first construction equipment company to have a 100% renewable energy production facility, Braås in Sweden – home of the company's articulated haulers.

The ERA's recently conducted 'Carbon Footprint of Construction Equipment' study showed that the manufacturing phase of a piece of equipment contributes 8-10% of the total product lifecycle impact. By reducing the environmental impact during the production phase, a significant overall reduction of the product's environmental footprint can be achieved.

Volvo CE is actively working on the manufacturing phase, the use phase and the disposal phase of the lifecycle to reduce the CO₂ impact of its equipment.

In this way, Volvo CE's approach has delivered significant benefits to the rental industry at a product lifecycle level. Volvo CE has shown that dedicated and focused cultural work on energy management in its production facilities has yielded significant environmental sustainability improvements for the industry.

The ERA's Sustainability Committee recognised that the cultural approach to sustainability taken by Volvo CE can be shared and adopted by rental companies of all scales and sizes, at all their locations, hence multiplying the industry effect. For these reasons, the committee decided to shortlist Volvo CE.

The sustainability journey for the Volvo group started in 1972, when its CEO Pehr Gyllenhammar said, "We are part of the problem, but we are also part of the solution".

Volvo CE has been a member of the ERA since its creation and is strongly involved in several ERA committees. In 2019, Volvo CE won the ERA Technical Committee Award.



Volvo Construction Equipment

BEST SUSTAINABLE RENTAL PROJECT OF THE YEAR
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ERA TECHNICAL COMMITTEE AWARD

Haulotte (France)

Last year, Haulotte became the first major manufacturer of aerial platforms to pledge to create an all-electric range of machines, showing its commitment to adopt new technology.

Haulotte has been a true partner to the rental industry for more than 30 years and recognises that rental companies represent an important channel for communicating with and understanding their end-users, and contribute to continuous improvements in meeting customers' specific needs. Haulotte has been permanently demonstrating its partnership with the rental industry by its involvement in the ERA's Technical Committee. Haulotte joined the ERA in 2008.

The ERA Technical Committee Award has decided to shortlist Haulotte to recognise its efforts to meet the needs of the rental industry, for example, in modifying or designing machines in a way that reduces cost of ownership.

The French group was created by Pierre Saubot in the mid-1980s with the acquisition of the crane companies Pinguely and Haulotte. This company would go on to become the largest aerial platform manufacturer in Europe. In 1986, Pinguely-Haulotte launched its first self-propelled boom, the H46N.

Over the past 30 years the company has grown steadily, expanding its manufacturing footprint to the Americas and Asia, and widening its product range to include telehandlers and vertical mast products. It reported revenues of more than €550 million in 2018.

Manitou (France)



The rental market represents 75% of Manitou's construction business and is targeted by Manitou as a priority.

Manitou Group is constantly improving its range of construction equipment, based on customer feedback, and aims to design equipment that is simple to use, maintain and transport, with the lowest possible total cost of ownership for rental companies. The features developed by Manitou help to increase safety on jobsites and to simplify the use of Manitou equipment as well as rental companies' daily jobs.

Manitou has been a member of the ERA since its creation and is an active member of its Technical Committee.

Manitou was shortlisted at the European Rental Awards 2019 in the category 'Best Product of the Year'.

This year the ERA Technical Committee has shortlisted Manitou in recognition of its efforts to meet the needs of the rental industry.

Manitou started in France in 1957 when Marcel Braud designed the first forklift truck for use in rough terrain. Today, Manitou is a heavy equipment manufacturer that makes forklifts, aerial platforms, telehandlers and other heavy equipment. Its headquarters are in Ancenis, France.

The firm has expanded internationally, starting with Manitou UK formed in 1971, and is now active worldwide.

Skyjack (Canada)

Skyjack provides well-engineered, simple and reliable access and material handling equipment globally, so that companies can maximise utilisation and their return on investment. Skyjack's products are designed to be easy to service and maintain, and the company is focused on offering machines to the rental industry with a high lifecycle value through low cost of ownership, and ease of service and maintenance, while retaining high residual values.

Skyjack pays particular attention to offering a quick and effective service to customers and works with them to find different ways they can get even more value from the products, such as with its ELEVATE solution.

Working with rental companies, their service teams, and its own engineering teams enables Skyjack to identify the top service issues that rental companies see in the field.

Rental companies can then increase utilisation on their equipment, better plan scheduled servicing, bill with increased precision, and remotely monitor machine usage.

Skyjack has been a member of the ERA since 2006 and is represented in its Technical Committee.

The ERA Technical Committee has shortlisted Skyjack this year to recognise its efforts to meet the needs of the rental industry.

Haulotte

MANITOU
GROUP

SKYJACK
simply reliable

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

Cross Rental Services Group (UK/Ireland)

Cross Rental Services Group is a specialist equipment rental company with operations across the UK and Ireland, supplying equipment on long- and short-term rent through two specialist divisions: Heating & Cooling, and Refrigeration & Catering Equipment.

The company enjoyed a significant year in 2019, successfully expanding its temperature control rental business in the UK - including a significant acquisition - and developing a new 'equipment as a service' long-term rental model for its refrigeration and catering equipment business.

Cross, based in the UK, was originally founded in 2007 as a division of Cross Group, a large HVAC and refrigeration contractor with over 90 years of history in the Irish market.

As the rental business grew, it was spun out as a standalone entity separate to the parent company, and in 2019 delivered rental driven revenues in excess of €12.5m across the UK and Ireland.

2019 was a hugely successful year for the business, with significant growth and new contracts in both the UK and Ireland.

The Refrigeration & Catering Equipment division supplies leading retailers, food producers, events/exhibitions and the hospitality sector. One new focus for the business has been long-term rental contracts to give customers certainty of costs and an alternative to the CapEx model.

Cross has been a pioneer of the long-term rental market for retail refrigeration, developing a model known as 'equipment as a service.' This has given retailers a new model of ownership,



eliminating uncertainty over service and maintenance costs and giving a straight-line cost model on 5-year contracts.

By moving the cost of refrigeration and catering equipment off-balance sheet, retailers can outsource the full product cycle to Cross Rental Services, encompassing design, testing, finance, logistics, energy management and long-term service & maintenance.

This strategy had a big impact on the retail sector in both the UK and Ireland during 2019, having success in sectors where chilled produce is not a core focus for the retailer. Outsourcing the challenge of refrigeration and catering equipment to Cross has removed the need for them to have a dedicated refrigeration and FM department, and removes associated risks from regulation changes on key considerations such as refrigerant gas and energy consumption.

In 2019, this concept was rolled out at a large scale to a large UK retail chain and after an initial trial the concept was extended nationwide in the UK.

Its Heating & Cooling division delivers temperature control equipment such as boilers, chillers, heaters and air conditioning units to clients in industries including facilities management, life sciences and construction.

The division has been operational in the Irish market since 2007, but in late 2018 the business was launched in the UK, with a greenfield operation led by Kelvin Fogwill, a rental industry veteran



who previously founded All Seasons Hire before successfully selling the business.

The start-up has made significant progress since late 2018. Organic growth has been delivered ahead of plan, with significant inroads made into the large facilities management and contractor market.

Innovation, with particular focus on the boiler market, has seen Cross take market share away from large market players. The company has refined its packaged rental plant room, delivering fast, large-scale heating and hot water recovery, at a reduced environmental cost and in a smaller footprint on site.

In addition to the organic growth, Cross also successfully completed the acquisition of Swegon Hire from Swegon Group in 2019. This has given Cross a strong footprint in the UK process cooling rental market.

This combination of organic and non-organic growth has seen Cross establish their position in the UK temperature control rental market, to complement their strong position in the refrigeration rental market.

The business prides itself on customer retention and is entering its second decade of partnership with many large, blue-chip customers.

"Cross are the personification of a rental industry innovator, with a bedrock of engineering know-how running through the spine of the business right from the workshop to the board room", said the company, "The business has ambitious plans for 2020 and beyond as it transitions from family-owned SME to a large-scale rental business competing with significant industry players."

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

Drial Wynajem Sp. Z.o.o. (Poland)

To say that Drial Wynajem had an important year in 2019 would be an understatement: it merged with or acquired two businesses; completed its transition from niche pump rental company to a multi-category business focusing on pumps/power, infrastructure equipment and MEWPs; made record investment in its fleet; and saw its revenues almost double during the year.

Since late 2017 the company has been engaged on a strategy of adding other product categories to its core pump rental business, a process that reached fruition in 2019. Key to this were two deals that it made in 2019 - first a merger with MEWP rental specialist HWS Wynajem, followed later in the year by the acquisition of Mobilift Poland.

These transactions created a new MEWP division in Poland with over 800 units and close to 30 aerial platform rental specialists added to the team. They also gave Drial its new name, Drial Wynajem.

In addition, Drial also made record fleet investment, growing the fleet from 1,100 units to more than 4,000. Its service van and delivery truck fleet also grew from 9 units to 24. During the year, Drial's workforce increased from 35 to 98 full-time employees, and its depot network from 4 to 10 locations in Poland.

Drial's strategy is to maintain the merged and acquired businesses as separate divisions, to provide customers with tailor-made solutions and to keep trained personnel in their specific field, while at the same time exploiting opportunities for cross selling of other products. This focus gave Drial the capability to supply equipment for important projects for the



Polish Military, including the supply of pumps and power during the Warsaw main sewer malfunction in 2019.

The year saw what Drial describes as a “paradigm change”, empowering sales people to rent more diversified equipment to a broader customer base, technicians to go through manufacturer training programs, add new depots, and welcome new members from merged and acquired companies to the team.

“The whole perspective has changed from ‘looking down into a wet hole in the ground to lifting your head to see the highest steel construction being erected in the sky’,” said the company.

Drial also found time to increase its community involvement activities. It has year-round initiatives to support its local community in Rawa Mazowiecka. It participates in Poland's largest nationwide charity fundraiser (WOŚP), supplying equipment and supplies for the local orphanage and supporting an animal shelter with foodstuffs. At the end of the year Drial employees donated gifts to local families in need.

During 2019, Drial made a real impact on the Polish rental market, becoming a more visible full-service rental company, committed to giving its customers top service and its people more possibilities to develop professionally.



SMALL RENTAL COMPANY OF THE YEAR (<€15 MILLION REVENUES)
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Vatupassi Törmälä Oy (Finland)



The family-owned Finnish rental business Vatupassi Törmälä Oy managed to grow by almost 10% in 2019, a year in which the country's rental market was flat or shrinking. The company also increased its profits by 11% during the year.

The company neatly summed up its philosophy as follows: "We don't want to be stepped over by bigger players in the rental market and we don't want to just follow their lead in all actions.

"We decided to do things in our own way, presenting our employees prominently in our marketing, and keeping in our minds sustainable and responsible policies in all that we do. As the numbers show, we have done something right."

Vatupassi Törmälä Oy was founded by Jukka and Jarmo Törmälä in 1992 and has four depots in the cities of Joensuu, Jyväskylä, Kuopio and Nurmes, with a fifth to be opened in Oulu in 2020. During 2019 it employed 36 people, a 16% increase on 2018.

The business successfully completed a generation change in 2011, when Jukkas's daughter Milla Tarnanen became a major shareholder and CEO. In 2016 her husband Jarkko and her brother Anssi Törmälä became shareholders, and more recently a long-term employee Sampsa Tanskanen also became a co-owner.

With the enthusiasm of young entrepreneurs and shareholders, Vatupassi has taken the business to the next level. Jukka Törmälä remains the "father figure" for the company as chairman and continues to mentor the young management team.

The growth story of Vatupassi has been remarkable over the past five years. Turnover has increased by 85%, profits have grown

KONEVUOKRAAMO
VATUPASSI

36%, and the number of employees has increased by 58%. It has invested €13.5 million over the period.

The business model is based on being "small enough for high quality", says the company; "We can respond quickly and flexibly to the changing needs of our customers - just like the small company we were at the start. We are constantly seeking opportunities to develop our services. Together with Applirent, our rental software supplier, we have developed a mobile rental program for our customers and staff to facilitate their work."

The company aims to operate without management hierarchies and considers investment in its employees as the core strategy. Other than revenues and network growth, the company aims to be the most attractive employer in the industry.

Vatupassi's vision is to be Finland's fourth largest general equipment rental company by 2024, "with the best service in the industry and the flexibility of a family business. To be the best and most sought-after employer in the industry with an excellent level of wellbeing at work."

In pursuit of this goal, the company emphasises responsibility



Miksi ostaa kun voi VUOKRATA?

Konevuokraamo Vatupassi
Vatupassi on suomalainen konerentalu alan johtaja. Meillä on yli 1000 konetta ja laitteita, joita voit vuokrata. Meillä on myös omaa työkoneita, jotka voit vuokrata. Meillä on myös omaa työkoneita, jotka voit vuokrata. Meillä on myös omaa työkoneita, jotka voit vuokrata.

Työmaapalvelut
Aiemmin kukaan ei voinut kukaan. Nyt meillä on työkoneita, jotka voit vuokrata. Meillä on myös omaa työkoneita, jotka voit vuokrata. Meillä on myös omaa työkoneita, jotka voit vuokrata.

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Tonnit

Anna meidän huolehtia puolestasi

VATUPASSI

in all its processes, from procurement, human resources and the environment, to marketing and its role in the community.

For example, all staff are given a sports bonus, non-smoking bonus, sales bonus, extra disability insurance and physical treatments. When purchasing, it pays

attention to the choice of partner and their long-term operations and has set goals for adding electric machines to its fleet.

In marketing, the company emphasises the circular economy aspect of the rental industry, and uses social media to raise awareness of renting through the hashtag #miksiostaakunvoivuokrata, which means 'why would you buy, when you can rent'.

Vatupassi aims to exploit all the positives of being a small, flexible company, able to set its own standards and choose its own path.

SMALL RENTAL COMPANY OF THE YEAR (<€15 MILLION REVENUES)
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DIGITAL INNOVATION OF THE YEAR

CheckMobile - AI-based damage detection software

Germany-based CheckMobile introduced its AI-based Damage Detection software to improve damage detection and damage collection rates using artificial intelligence, in addition to making the process more transparent.

Research conducted by the company found that the average cost of damage is \$1,290 but the actual average collection rate for damage is just 21%. CheckMobile also found that few companies charged for cleaning. It saw a significant opportunity to educate customers and charge them for returning equipment that is excessively dirty or damaged.

On average, CheckMobile says its AI-based Damage Detection technology can increase damage detection and damage collection rates by more than 30%. But one pilot study carried out in 2019 gave even more positive results.

A major equipment rental company conducted a test using CheckMobile's system to compare damage detection carried out using AI technology with that conducted manually by equipment specialists.

Over a number of months, 1,000 assets were evaluated. The company's staff found 20 machines to be damaged, whereas CheckMobile's AI Damage Detection correctly identified 220 damaged units.

This meant that integrating CheckMobile's solution into the rental company's damage management process had the potential to increase its detection rates and damage collection by a factor of 10. In addition, it provides real-time data to enhance accountability and transparency.

Founded in 2008, CheckMobile is a software company focused on creating new mobility solutions for equipment rental companies



and fleet owners globally. For almost 15 years, the company has built applications patented in Germany for the construction and automotive industries.

The company started by digitalising paper-based processes for medium-sized and larger companies.

Europcar was the first big player to use CheckMobile's software solutions for mobile devices, and that experience gave CheckMobile a better understanding of what is important to rental businesses.

In this way, CheckMobile developed its technical understanding of the rental industry, and of the use of algorithms with pictures, to the point where it was ready to tackle the daily challenges of large rental companies.

CheckMobile offers a platform that operates 15 languages and is used across more than 30 countries. It is built on a native open-source App that integrates with CRM, ERP and various other systems.

A hierarchy of roles can be assigned on CheckMobile's platform, and the dashboard can be customised to show the relevant key performance indicators in graphs and charts. It can also be colour-

CheckMobile
Join the Workflow Movement

LogiMove
CheckMobile
Join the Workflow Movement

coded, and is powered by AI and telematics to provide workers with actionable tasks.

AI Damage Detection is one of the modules offered within CheckMobile's platform, which can also be used to manage the complete maintenance process, and record responsibilities and the use of spare parts. Equipment data triggers workflows in the system as well as feeding predictive maintenance machine learning.

Something else being developed in CheckMobile's portfolio is facial recognition technology for users to access machines.



DIGITAL INNOVATION OF THE YEAR

Intrador – Used equipment valuation tool and App

Intrador, based in the Netherlands, has been developing and optimising its SaaS products including its InspectionApp, MarketWatch and Whitelabel Auction Solution, which uses artificial intelligence (AI) techniques, such as machine learning and optical character recognition. These products help companies establish what their equipment fleet is worth, check whether they are complying with laws and regulations, and conduct machine inspections.

The MarketWatch system uses a data set of over 20 million photos of machines around the world to give rental companies – and used machine brokers – a tool for analysing the value of their fleets and the likely future values.

The InspectionApp aims to make it possible for anyone to perform an inspection anywhere.

The App can capture photos of a piece of equipment and from that, using its existing database, establish type of machine, brand, damage, and wear and tear. It can act as an easy way of managing a rental company's own fleet – checking its machines in remote depots or on customer sites – or quickly establishing the value of equipment that might be acquired.

In 2019, one of the world's largest rental companies started using the App in a number of countries worldwide and is currently in the process of rolling it out to others.

In Brazil, for example, the App has replaced external inspection companies for about 95% of inspections, leading to a reduction in costs, a lower carbon footprint and more robust processes, says Intrador.

Additionally, the company now has more information about its assets in the field because the data being collected is structured,

INTRADOR

uploaded in real-time and is helping to build up a large data set.

Before he founded Intrador, Niels Spitters owned a business that organised used equipment auctions for construction companies. During that time, he noticed large differences in the bids.

After creating a database of machines worldwide, Intrador then developed an application to inspect used equipment in the field. The InspectionApp for smart devices standardised the process and made it possible for local users to perform inspections.

It delivered all the necessary information, enriched by photos and videos, and the end result was a complete technical inspection, ready for remarketing purposes and fully connectable with other solutions like MarketWatch or the Whitelabel Auction Solution.

The next step was to simplify the inspection flow and make it possible to prove where the asset was located and ensure that the inspector could not commit fraud. As a result, the App became a self-audit inspection App to carry out simplified inspections on assets in the field, with 15 built-in AI fraud prevention functions.

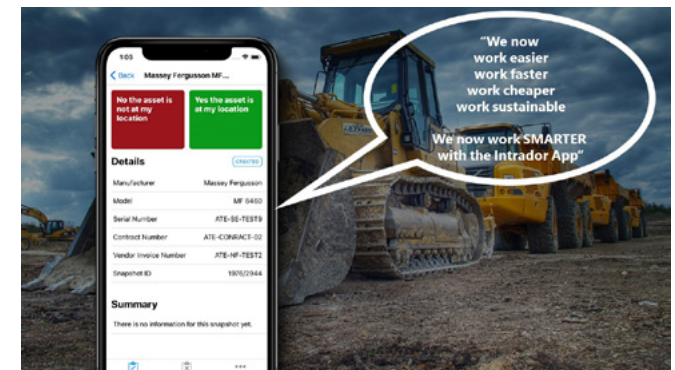


This makes it useful to rental companies as a way to see if they have assets available when necessary and, in the case of long-term rentals, whether clients are still in possession of the rented equipment.

Almost the entire value chain is now covered, says the company, from the moment equipment is first put into use to the time it is sold on as a used asset. The only thing missing was a tool to put the asset on the market. For this reason, Intrador now offers a way to organise the sale of assets, either through an online auction or to a number of preferred sellers. The process includes transport and payment.

Intrador is encouraging companies to start collecting data immediately. However, much of the data currently being collected by companies is unstructured and is therefore unsuitable for use.

Since the data generated by Intrador's tools is structured, it can be used in future. And Intrador is already developing tools to work with those large datasets, such as machine learning models for analysing photographs.



DIGITAL INNOVATION OF THE YEAR

Riwal – BIM, VR training, augmented reality App

Riwal's digital developments are part of a wider strategy to deliver excellent customer experience, and the company has been pushing ahead on this front over the past year.

It has been creating BIM (building information modelling) models of its equipment, launched virtual reality (VR) training, introduced an augmented reality (AR) feature on the Riwal App, added new features to its customer portal, and started using a Continuous Improvement Review App and Best Practices App internally.

Riwal has branded 62 BIM models of machines in its fleet, creating a tailored library of its equipment that can be used by customers. The models are available for free online at bimobject.com.

This process is being continued in 2020, with the aim of eventually branding the entire fleet and making it available online. In this way, customers are able to easily find the machine they are renting from Riwal and plug it into a BIM model.

One of the challenges Riwal seeks to address with its digital solutions is cost efficiency, and a benefit of branding BIM models of its equipment is that this has put Riwal in contact with customers during their project planning phase. As a result, Riwal has been able to start advising customers on machine use during the design phase, to help them better plan and reduce failure costs.

Regarding Riwal's new VR training service, the company equipped six virtual reality devices with working baskets for operators to stand in, virtual reality goggles and a control panel with joysticks and switches that mimic those on real machines.

Virtual reality makes the training process safer because it allows operators to familiarise themselves with the equipment without the risks associated with using a real aerial work platform.

In the Netherlands, Riwal introduced "Safety on Tour" by mounting a virtual reality device inside a truck that can be driven to project sites. This truck makes virtual reality training for aerial work platform operators more accessible by bringing the training directly to customers on location.

Riwal has also introduced an AR feature to both iOS and Android versions of its Riwal Rental App.

After opening the App, selecting a machine, and clicking 'view in augmented reality', the machine will be displayed in augmented reality on the phone camera, to scale in a working environment. It is then possible to move the machine vertically and horizontally within a working space to determine if the working height is sufficient for the job to be done.

This feature also makes it possible to see if a specific unit fits through the entrance to a jobsite.

The augmented reality feature makes it easier for customers to choose the most suitable piece of equipment for a given job, without the need for surveys to be conducted.

On the My Riwal customer portal, the company has added new capabilities, based on customer feedback.

It is now possible for multiple subcontractors working on the same project to see an overview of each other's machines and share rental equipment to increase efficiency.

In addition, customers are now able to measure the CO₂ emissions and fuel consumption of their machine rentals, and see a comparison between electric and diesel, encouraging the use of sustainable equipment.

For Riwal's internal operations, the company has created a Continuous Improvement Review (CIR) App.



Twice a year, all Riwal depots have a Continuous Improvement Review, which is an internal quality audit. It aims to measure the continuous improvement journey of the depots by looking at various parameters such as visual management, performance management, and continuous improvement culture.

The review used to be done in Excel and these documents, along with pictures, were sent to the company headquarters by email for approval. Once approved, the scores were manually typed into an overview document to rank the depots.

By transferring this process onto an App, Riwal said it had saved significant amounts of time and made the process more accurate.

Riwal also launched a Best Practice App with the aim of creating an easy way for staff to submit ideas and for them to be approved.

The App includes a library of all approved ideas and best practices, along with a formal approval system that notifies relevant department managers or Operational Excellence Champions to approve the idea.

The outcome has been to increase employee engagement, and to make it easier for ideas to be shared across the company, which operates in 16 countries.

DIGITAL INNOVATION OF THE YEAR

Spartan Solutions - PHALANX digital operations platform



Ramirent Norway has used Spartan Solutions' PHALANX digital operations platform to improve equipment availability, delivery accuracy, and logistics and servicing efficiency.

The use of UK-based Spartan's platform has had a significant positive impact: equipment turnaround time was halved, there was a 45% increase in billable services, a 40% reduction in credit notes related to incorrect return dates, and a 32% drop in service time recording.

In addition, time was saved by improved documentation that simplified customer damage handling, and information about equipment rentals was made more transparent.

Ramirent Norway's supply chain team embarked on a mission in 2018, codenamed Ramiflow, to replace all manual processes with digital Apps and integrated workflows.

The Ramiflow team selected Spartan as their delivery partner and started the project in the Autumn of 2018. Within three months, the joint team delivered a pilot solution configured to Ramirent's requirements, which was then rolled out across Norway in 2019.

The solution uses the PHALANX Delivery, Return, Transfer and Service Apps to automate the receipt, servicing and delivery of rental equipment and consumables.

Since being integrated into Ramirent's back-office systems, the solution is now being applied across the Nordic region.

Equipment availability is a key driver of Ramirent's profitability, and this is determined by the speed with which rental equipment can be made available again after being returned by a customer.

The PHALANX Returns mobile App allows depot logistics teams to

instantly receipt and prioritise equipment the moment it arrives in the yard, leading to the 50% reduction in turnaround times.

It was also due to instant equipment receipt that customer credit notes related to incorrect return dates were cut by 40%.

Ramirent offers cleaning and refueling services to customers. However, details of the services performed were recorded on paper and were sometimes lost or illegible. The PHALANX Returns and Service Apps ensure that all services, parts, labour and consumables are accurately recorded and updated to the back-office systems in real-time, ensuring fast and accurate billing. Since the service information is easier to capture on electronic forms, the time spent recording service inspections was reduced by one-third.

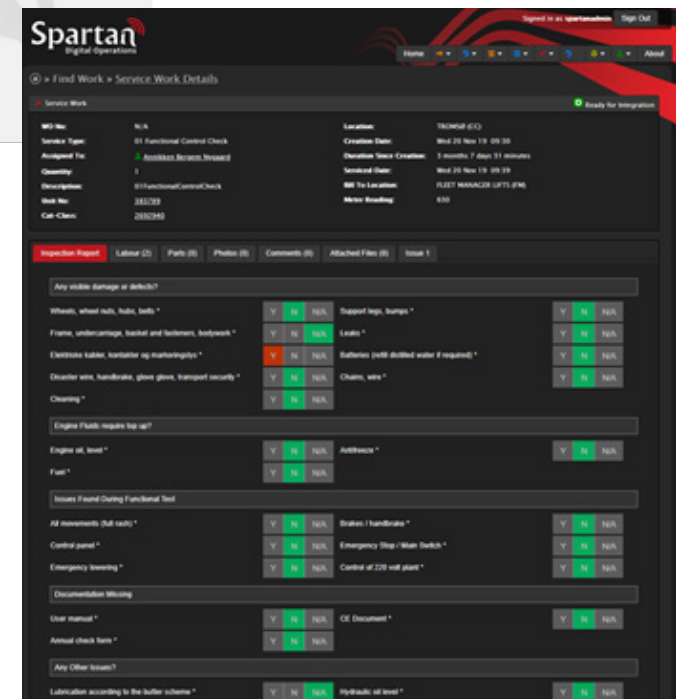
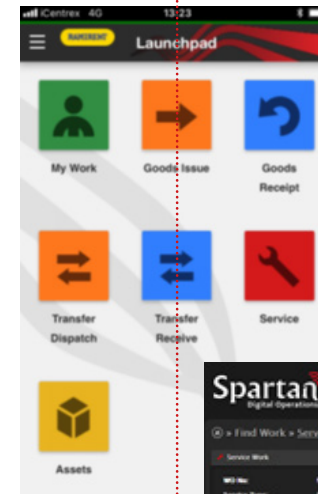
Another logistics process transformed by PHALANX was reclaiming for damaged equipment. The integrated damage recording capability of PHALANX allows technicians to take and mark-up photographs of damaged equipment and instantly trigger the damage reclaim workflow. Simplifying and speeding up this process has significantly increased successful damage reclaims.

The PHALANX solution delivered a single source of information to the Ramirent customer service and logistics planning teams. All equipment interactions and service data are presented in an intuitive web portal that provides transparency to staff and customers.

The Ramiflow team is continuing to evolve the solution, with future initiatives including the integration to telematics data, business intelligence reporting and predictive analytics.

Spartan

Digital Operations



RENTAL PRODUCT OF THE YEAR

Atlas Copco – E-Air VSD electric compressor

Given the changing regulatory landscape, future-proofing is an important consideration when a rental company is investing in new equipment. For this reason, Atlas Copco introduced its E-Air Variable Speed Drive range of mobile compressors in 2019.

The electric compressors can be plugged in on site and used without generating fumes. This makes them suitable for low emissions zones (LEZs), as well as tunnels and indoor work – helped by the fact that noise levels are as low as 62dB(A).

Beyond the lack of fumes, the E-Air VSD range also offers the benefit of being particularly energy efficient compared to fixed-speed electric compressors, due to the combination of a permanent magnet motor with a variable speed drive.

Also, thanks to its vertical element and engine set-up, the compressors have a small footprint. But despite their compact dimensions, the E-air H250 VSD compressors deliver 7m³/min in a package that weighs less than 750kg. This is 58% lighter than a comparable diesel compressor, says Atlas Copco, while also being considerably smaller.

The versatility of the compressors is enhanced by Atlas Copco's PACE electronic regulation system, which allows the operator to select the required pressure level via the integrated controller. With increments of 0.1 bar, the compressors can deliver from 5 to 13 bar, making it applicable to a broad variety of tasks, from sandblasting to shotcreting. For rental companies, this can have the benefit of improving utilisation rates.

Also of interest to rental companies is the fact that the range is designed to be reliable, with high IP ratings, a HardHat PE canopy and a 110% spillage-free frame.

The Smart Socket makes these compressors easy to connect to the electrical grid, and once connected, there is no need to check fuel levels or organise refuelling, and other engine-related service requirements are eliminated. The units have 2,000 hour service intervals – or once every two years – increasing the time the compressors are available for rent.



RENTAL PRODUCT OF THE YEAR

Caterpillar – 301.7 CR mini excavator

Caterpillar says the customer-inspired design of its new 301.7 CR Next Generation Cat Mini Excavator is ideal for rental companies, with an up to 15% improvement on total cost of ownership (TCO) due to lower maintenance costs, extended service intervals, and a design that makes the most common repairs simple.

First introduced in late 2018, the Next Generation excavators, and specifically the 301.7 CR, were developed to provide a solution based on what customers, especially rental customers, told Cat they needed.

Cat says it reviewed 60 parts that rental customers said were the most often replaced through a mini-excavator life cycle. These were parts easily damaged on the jobsite (windows, covers, cylinders), general maintenance parts (filters) or repairs that may occur at some point during the machine life.

This parts study led to the new model that includes a robust design to avoid some of the common repairs (hydraulic lines protected in the boom); a flat design for windows and covers leading to a 35% cost reduction for these parts; longer service intervals reducing the maintenance costs by 50% when considering parts and labour; a tilt-cab/canopy design giving accessibility to the machine core components; and the use of common parts across the Cat 1-2 tonne mini excavator range.

The manufacturer says it also understands how important it is for rental customers to have a machine that is easy to move and transport. To increase safety, the 301.7 CR includes a 2-point lifting canopy, with larger, easy to find tie down points. The 'CR' Compact Radius body is suitable for tight spaces or work next to roads.

Cat says new, intuitive features have greatly improved the operating experience. These include stick steer travel control (the user can

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easily switch from traditional lever and pedal controls to joystick controls with a push of a button); cruise control to keep the speed required while traveling or managing a hydro-mechanical tool; and the full-colour LCD monitor allows the user to touch the screen to see fuel level and hours without turning on the machine.

All the Next Generation mini excavators can be secured with a standard passcode feature on the new LCD monitor and coupling it with an optional Bluetooth key fob unique to the machine.

Safety and user security features include security passcode protection; a seatbelt that retracts to keep it clean; courtesy lighting improves visibility when exiting the machine area; operator settings to customise speed and response to different skill levels; fingertip controls to eliminate floor trip hazards and accidental movements; and a certified lifting eye provides a reliable and intentional lifting point.

The new range also incorporate additional improvements. The 301.7 is 7% more fuel efficient with auto-idle and auto engine shutdown features, and the boom lift cylinder has been moved to the top of the boom to protect it from damage and provide greater linkage durability,

Cat says the Next Generation range has been developed to reflect "the advancement of owner and operator needs. The new Cat 301.7 CR mini excavator, designed for tight spaces, will benefit rental businesses by offering both lower cost of ownership and safer, improved ease of use."



RENTAL PRODUCT OF THE YEAR

Consair – CAMU D2 dust extractor

Finland's Consair says its CAMU D2 dust extractor is the 'missing link' in dust control, able to extract harmful dust generated by indoor dry-mixing of concrete and mortars on construction sites.

It is also easy to operate – which makes it much more likely to be used by workers – and mobile, allowing it to move to where the mixing needs to be done. It offers rental companies the opportunity for additional sales of the proprietary pre and main filters.

The CAMU, which was launched at Bauma in 2019, prevents harmful silica dust from entering the breathing zone, reducing by more than 99% the quantity of dust at the mixing location. A new type of pre-filter (on which a patent is pending) collects as much as 1,5 kg of dust and can be changed quickly without releasing dust.

Consair, a Finnish company that promotes the health of construction workers and the cleanliness of indoor air, says its mission is to keep the lungs of construction workers clean and sites dust free. Its provided three types of dust control processes for construction sites: active dust removal using source extractors, passive dust control with negative pressure units and compartmentation, and remedial measures such as cleaning.

The CAMU is an example of active dust removal and is designed to prevent the circulation of hazardous substances such as respirable crystalline silica (RCS) – quartz – which is found in most dry-mixes. Dry-mix blending with a power mixer of mortar, plaster and screed is one of the dustiest jobs on a construction site and if there is visible dust, that usually means the presence of quartz. Removing dust before it spreads is extremely important.

Consair says a common problem is to motivate workers when they can often not see dust, particularly when lighting is poor. The CAMU unit has a powerful work light that makes the dust all too visible.

Consair

The trolley mounted unit is mobile, which means dry-mix blending can be done dust-free next to the work location, which saves time in carrying heavy buckets. The unit, which weighs 28.5kg, has two modes of operation: a five-minute operating cycle, or a continuous operating mode for source extraction.

The CAMU's intelligent airflow system means that source extraction remains constant throughout the lifetime of the filters. The pre-filter can handle about 5,000kg of dry mix blending and the main filter lasts up to seven times longer. Indicator lights show when both filters need to be replaced.

Consair says, "Rental companies need a total solution for dust control to offer to their customers. CAMU is the missing link in dust control, a unique, specific product for a dedicated purpose – the control of dust from dry-mix blending.

"The CAMU D2 solves a clear end-customer problem. It is suitable for almost any construction company, from large to small, from renovation to new build. It has been designed to be quick to service between rental periods.

Depending on the size of site, a CAMU unit is typically rented for several months, and more than one unit is often required. There is the add-on sales potential of the two proprietary Consair CAMU filters.



“CAMU D2 is great for dust-free building, in the so-called P1 purity class projects. It is a dedicated solution for dry-mix blending and we've seen that it works well”

JOUNI VARONEN, PROJECT MANAGER, DUST CONTROL, RENTA OY

RENTAL PRODUCT OF THE YEAR

Endress Elektrogeräteba - Energy Storage & SmartEnergyBox

German genset specialist Endress has developed a range of products to reduce the reliance on diesel fuel for power generation on construction sites and other locations where temporary power is required.

Its new Energy Storage system interacts with diesel generators and can be used as a stand-alone power source or in combination with a traditional genset. The company has also developed a SmartEnergyBox, a combined battery/diesel engine genset in a single unit.

The energy storage solution is available in 12 to 24KVA power classes and with battery capacities of 12 to 24kWh. The principle behind the product is simple but efficient: while a diesel generator is running, it supplies the consumers with power and simultaneously recharges the batteries in the energy storage unit.

When the batteries are fully charged, the generator automatically switches off and the energy storage unit supplies the required energy. Several energy storage devices can be connected via a synchronization cable and the solution can therefore be expanded in power and capacity as required.

"Up to now, a generator has been designed to handle maximum peak loads", says Endress, "As these occur very rarely, generators frequently run at only 30 to 50% of their maximum power. These values often drop even further at night.

"To prevent the generator from running at a low load level - which can lead to sooting or damage to the engine - a dummy load (load resistance) is normally used, which artificially increases the power taken off the generator."

ENDRESS

Power Generators

The Endress energy storage system, in contrast, absorbs peak loads and this allows the generators to operate in their most optimal range. Diesel generators can be smaller and more cost-efficient. If less power is needed, the generator will stop automatically, and the energy storage unit will silently provide the power.

For rental applications, Endress says its storage system offers other benefits. Lower loads on diesel gensets means maintenance intervals will be extended, and fixed costs for diesel and emissions will be reduced.

A further development by the company is its SmartEnergyBox, developed in cooperation with German contractor Leonhard Weiss Group. The SmartEnergyBox is an extension of its energy storage solution, combining a battery storage system with a diesel generator in a single container. It uses a 30.5kVA rated Endress diesel generator with a 24kWh nominal capacity battery storage system. The combined rated output is 43.5kW.

The goal was to develop an intelligent energy supply particularly for construction sites without available power infrastructure. "Especially at new construction sites, we often have the problem that the power supply has to be set up first,"



says Ralf Schmidt, director of the technology department at Leonhard Weiss, "The SmartEnergyBox contains the connections needed on the construction site and supplies power immediately. This noticeably speeds up installation work at the construction sites."

Because of its robust container construction, the SmartEnergyBox is well protected against vandalism and theft.

There is good accessibility through large lockable maintenance doors and inspection flaps, which also allow refuelling from the outside without having to enter the container. The 10ft width of the container makes it well integrated with existing logistics infrastructure.

RENTAL PRODUCT OF THE YEAR

JCB – 19C-1E electric mini excavator

JCB's fully electric 19C-1E mini excavator, which started production in June 2019, is part of the company's 'Road-to-Zero' product strategy, which aims to provide solutions to air quality and emissions issues across its product range.

Given the growing demand to reduce particulate emissions, NOx and CO₂ emissions, JCB says its 19C-1E is part of the solution to environmental improvement on jobsites.

The manufacturer saw a gap in the market for a fully electric mini excavator – rather than hybrid – that can operate for a full day without being connected by a power cable.

As the first model in JCB's E-Tech range of electric machines, the 1.9 tonne 19C-1E offers the benefit of generating no fumes, making it particularly suitable for emissions-sensitive urban areas, as well as underground or indoors.

The fact that the machine is five times quieter than its diesel equivalent makes it an even better fit for urban jobsites.

From the beginning, the machine was designed to accommodate both diesel and electric propulsion.

The space available for accommodating battery packs in a compact excavator is a limiting factor, putting a constraint on the energy capacity of the machine. JCB worked in collaboration with the battery manufacturer in the development of a 20kWh modular lithium-ion battery pack that would be suitable for a range of off-highway applications, while also optimising the operating efficiency of the machine. Battery robustness, duty cycle and longevity were key concerns.

Maximising the efficiency of the propulsion system was crucial



to creating a commercially sustainable low-voltage solution (48V). Since voltages can vary widely from one jobsite to the next, a smart 3kW on-board charger was specified to automatically accommodate different supply voltages to charge the batteries.

The hydraulics system on the 19C-1E is a variable flow, managed, load-sensed system that has been optimised for efficiency and service power at a minimum pump speed. The pump speed is paired with an IPM motor, optimised for the operating speeds that suit the pump efficiency characteristics.

The motor is controlled by a high-efficiency 3-phase inverter controlled by a dedicated electronic control unit, which operates in-house JCB software developed to deliver efficient motor operating conditions depending on operator requirements. The motor speed automatically reduces for lower performance and power requirements. The control software reduces motor speed to an especially low standby on extended no-load operation, which further reduces energy consumption.

Described by JCB as an 'industry-first', the 19C-1E has been sold in 24 countries across six continents since it went into production.

Based on data collected through JCB's LiveLink telematics, the current fleet of 19C-1Es has clocked up a total of 5,616 hours work. This was said to equate to a CO₂ saving of 15,100kg



– based on UK grid carbon. Meanwhile, on-site emissions from NOx and particulates are reduced to zero.

There are also health and safety benefits since the machine

is 7dB quieter than its diesel counterpart. This minimises disruption when working in sensitive areas, such as near hospitals or schools, but also enables workers on site to better communicate with one another.

JCB's LiveLink telematics comes as standard on the 19C-1E, giving the operator and JCB service engineers the ability to monitor machine parameters, including battery charge, remotely and address issues quickly. This helps to reduce downtime and improves the ownership experience by offering reassurance on a new all-electric machine purchase.

The technical approach taken in the development of the 19C-1E is compatible with a range of JCB machine types. This scalable technology allows JCB to expand the electric range with a further five new products scheduled for 2020.

RENTAL PRODUCT OF THE YEAR

Wacker Neuson – Dual View dumpers



**WACKER
NEUSON**
all it takes!

Wacker Neuson's Dual View dumpers – the DV60, DV90 and DV100, with payloads ranging from 6 to 10 tonnes – are the result of a collaborative effort across various divisions at Wacker Neuson and come as a response to customer feedback, offering safe, flexible and cost-effective solutions.

With the Dual View concept, the operator can conveniently and quickly rotate the seat and operating console through 180°. This gives them a clear view in the direction of travel at all times – during transport, loading and unloading.

The design of the machine reflects Wacker Neuson's 'Voice of Customer' process, whereby it invited customers to research and development sites and asked for their feedback at an early stage of machine development. In this way, knowledge and practical experience was included in the development process from the very beginning.

The dumpers were launched towards the end of 2018 and were made available first in the UK before being rolled out across Europe in 2019.

With the dual view design, the operator steers the machine on the construction site with a full view of the loading area and, once the seat is rotated, drives away again with a full field of vision without having to turn the vehicle around. In this way, the operator is given uninterrupted visibility of their working environment.

This removes the problem of a fully loaded skip partially blocking the driver's view, since the machine is driven with the skip behind the operator.

Compared to conventional dumpers, Wacker Neuson said the

Dual View technology exceeds by a considerable margin the requirements of the ISO 5006:2017 standard for the operator's view on earthmoving equipment.

It also eliminates the need to spend time manoeuvring on confined jobsites to turn the machine around.

In order to further enhance visibility around the skip, a rear-view camera can be installed in a well-protected frame. An optional front-view camera can also be added. Both cameras, as well as the display, meet the IP69 protection class rating, meaning they are dustproof and offer protection against water ingress during steam jet cleaning. This makes them suitable for the harsh conditions on a construction site.

The Dual View dumpers offer other advantages beyond those offered by the swivelling seat. Thanks to their articulated pendulum joint, the dumpers are more manoeuvrable and off-road capable than conventional tip trucks, making them more suitable for uneven terrain. Even under full load, they maintain contact with the ground, retaining good traction, says the OEM.

Also, the variable 180° tilting swivel tip skip enables material to be unloaded precisely.

The models have other safety features, such as hydrostatic drive, a wear-free spring-loaded parking brake, and operation via joystick.



A sturdy protective grating on the skip protects the operator and cabin from falling material and from damage from an excavator bucket.

The air-conditioning system in the cab helps to keep the operator comfortable.

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

Loxam (FRANCE)



France-based Loxam described 2019 as an 'exceptional year' for the group, in which it reinforced its position as European market leader and became one of the top five rental companies in the world by acquiring Ramirent.

At the same time as achieving both organic and external growth, the company has completed initiatives related to health and safety, digitalisation and the transition to new energy sources over the past year.

Loxam said the acquisition of Ramirent reflected its strategy to become the first European player capable of exerting an influence on the worldwide market.

Following the acquisition – Europe's second biggest renter at the time – Loxam achieved revenues of €2.3 billion in 2019. The company now has a network of 1,100 depots, more than 11,000 employees and approximately 650,000 units in its fleet.

Ramirent, which reported revenues of €712 million in 2018, was established in Scandinavia (Finland, Sweden, Norway), central Europe (Poland, Czech Republic, Slovakia) and Eastern Europe (Estonia, Latvia and Lithuania). The acquisition has extended Loxam's footprint into eight new countries, both mature and emerging markets.

With regard to organic growth, in France, its General Rental and Specialist business units benefited from buoyant markets in civil engineering, non-residential building and Grand Paris construction work, and grew by 5%. Its International business unit recorded 1.5% growth, thanks in particular to the Spanish, Irish and Brazilian markets.

Between 2016 and 2019, total group turnover has grown by a factor of 2.5, and the proportion generated outside France has tripled, now representing 60% of its turnover.

In 2019, Loxam's commitment to corporate social responsibility received recognition on three counts. It achieved gold certification from the independent ratings body EcoVadis for its sustainability and corporate social policy; its UK subsidiary Nationwide Platforms was awarded the Gold IPAF Rental+ certification; and towards the end of the year, Loxam's Spanish and French networks were certified the ISO 45001 standard for occupational health and safety.

With its 'Safety, Anytime and Anywhere' initiative, Loxam has made safety – for its employees and external stakeholders – a priority. This won it the Sustainability Award in last year's European Rental Awards.

During the year the company continued its commitment to safety by signing a partnership agreement with the French Building Industry Accident Prevention Organisation (OPPBTP) to promote good practice in accident prevention and safety for all those involved in construction.

Loxam has also been holding safety meetings to engage the main actors in the sector (such as accident prevention bodies and procurement professionals) in a dialogue about technological developments and workplace safety. The company is also working with manufacturers to improve safety on equipment and vehicles.

Digitalisation has been an important element in Loxam's strategy, and in 2019 the company stepped up its digital transformation plan.

Over the past year, 50 specialists from the company have been

training and coaching more than 1,500 employees as part of efforts to deploy digital processes across its network of depots. Among them are new digital innovations focused on mobility, which have helped Loxam's teams on the ground to save time.

LoxBooking, the booking and order planning solution, was deployed in 620 branches across eight countries. LoxCheck, an application used by yardmen to inspect machines when they are rented out and returned, as well as for capturing comments, was installed in 530 branches across seven countries. And as a result of deploying the equipment delivery planning system LoxDelivery, 90% of deliveries were made on time in 2019.

With regard to customer experience, the company's websites have evolved to become more user-friendly and to offer new content, and they now allow users to book their equipment online. Since these changes were made, traffic has increased by 25%.

MyLoxam has proved popular as a space for placing orders and monitoring contracts, with more than 4,000 companies in France alone connecting to it since January 2019.

Paperless invoicing has also been a success, said the company, with more than 1 million paperless invoices generated through its electronic data interchange in France last year. This represents 50% of the total number issued.

In support of the transition to new energy technologies, Loxam has been investing heavily in hybrid and electric equipment. A quarter of the company's fleet investment in 2019 was spent on hybrid or electric-powered equipment.

At present, 70% of small equipment, 40% of powered access and 10% of landscaping equipment in Loxam's fleet are hybrid or electric.

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

Mollo Noleggio (Italy)



The year 2019 was one of expansion and improvement for Mollo Noleggio, which now employs 302 people across 35 depots, and has a rental fleet of approximately 9,000 units with an average age of 4.2 years.

The company invested in its fleet, initiated a new training academy for its staff, expanded its footprint in Italy, and reported remarkable growth of its training division.

The Italy-based generalist rental company has invested €97 million over the last five years, and during that time has diversified its rental fleet by shifting investment away from diesel- and petrol-powered machines towards equipment with alternative power sources.

In addition, Mollo Noleggio provides training to equipment operators, with more than 140 courses on offer. Since 2013, the company has trained more than 25,000 people, 5,152 of whom were trained in 2019, which was a 43% increase over the previous year.

The company has also put special focus on the welfare of its employees, investing €100,000 in its welfare scheme over the past year.

In 2019, the company opened three new rental depots, in Massa, Lucca and Rezzato, and hired 55 new members of staff, giving it access to new customers and better serving existing ones. As a result, Mollo Noleggio completed more than 52,000 rental contracts over the course of the year.

Important to Mollo Noleggio's strategy is the continued expansion and renewal of its fleet. In 2019, the company added more than 1,000 new units with the aim of being better able to respond to customer



needs. As part of this, it has invested in innovative products that meet international standards on safety and environmental protection.

In an effort to develop its workforce, the company founded the Mollo Academy in 2019. Based in Alba, Italy, the school enables Mollo's employees to develop their technical, professional, commercial and administrative skills.

The school also addresses the training needs of clients, helping to give them a competitive edge and to improve the level of safety on construction sites.

Further to this, the academy organises free community events that help young local entrepreneurs and support the economic and social development of the region.

Mollo Noleggio has also collaborated with tutors at the University of Turin's School of Business Administration to help its staff develop new ways of working.

As part of its welfare policy, which aims to improve the health, education, cultural capital and leisure time of its staff, the rental firm has made €500 available to each employee to be spent on cultural and sporting activities.

Mollo Noleggio also set up the 5° Team Building company in 2019,



which aims to foster cohesion and collaboration within the firm by encouraging socialising outside the professional sphere.

Digitalisation has been another important area of the company's development, with paper processes reduced by 80% over the course of 2019. The company has invested in new technologies to improve workflows, customer services, rental processes, and internal and external communication.

In 2019, the company was also given TUV Sud certification for the ISO 9001:2015 quality management standard and is in the process of implementing TUV Sud certification for the ISO 14001:2015 environmental management standard and ISO 45001:2018, covering health and safety.

At its rental depots, Mollo Noleggio has also been installing new washing facilities that recycle up to 80% of the water used, reducing the company's impact on the environment.

LARGE RENTAL COMPANY OF THE YEAR (>€15 MILLION REVENUES)
IS SPONSORED BY

Spartan
Digital Operations

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

Renta (Finland)

Significant efforts towards digitalisation, continued growth in several countries, and innovative work in artificial intelligence (AI) were among the achievements of fast-growing Nordic rental business Renta in 2019.

Since its formation in 2016, the Finland-based firm has been pursuing its vision of becoming a leading generalist rental company in the Baltic Sea region.

Renta's first step to expand outside of its home market came in June 2018 with the acquisition of Swedish rental company Stål och Hyr, which had 12 depots. Later in 2018, Renta entered the Norwegian market with the acquisition of Flexleie. Since then, the company's organic growth in Norway has been higher than general rental industry growth in the country.

As a result of these acquisitions and organic growth, Renta's revenues in 2019 reached €192 million. And this growth has been achieved profitably, with an EBITDA (earnings before interest, tax, depreciation and amortisation) margin of 35% in 2019.

The company's organic growth has been supported by fleet outsourcing deals reached with contractors.

Renta now employs about 700 people in more than 75 depots across Finland, Sweden, Norway and Poland.

As part of its efforts to do business in a modern way, Renta created an internal R&D department called DigiOffice. This digitalisation 'powerhouse' has helped to increase transparency and customer satisfaction by creating solutions for several business-critical processes.



Among them is Renta Easy, a customer interface and fleet management system that gives customers access to real-time information on rented equipment and rental costs

Although created for customers, its main impact is the transparency it gives to the rental business, for instance by providing data on real utilisation rates. Over the course of 2019, several improvements were made to Renta Easy with regard to real-time usage information for customers and invoice reporting capabilities to make costs more transparent.

Another digital development in 2019 was the extension of the next version of Renta Pro. Renta Pro was initially launched in 2017, when the company digitalised its scaffolding and weather protection business processes to increase transparency and efficiency in its business. In addition to back-office functions, the system includes 100% digital work order management, real-time location tracking of scaffolders and vehicles, and mobile work time reporting.

Also in the digital realm, Renta has introduced Renta Modules and Renta Visuals for the design of site huts. It enables the company's

sales personnel to design, plan and price site huts with a customer in a single meeting, without the need to interact with Renta's internal design department. Using virtual reality, the customer is able to see what the new site hut will look like.

Then there is Renta Tools, which digitalises the process of equipment inspections. It helps Renta's staff to service equipment to a high standard, while also providing customers with information about their rental equipment.

All the data generated by Renta's digital systems is integrated via Renta Connect.

To further strengthen its position, Renta has decided to equip all its personnel lifts and earthmoving equipment with telematics units. The company also started a project in 2019 to track the smaller machinery in its fleet.

In connection with this, in 2019 Renta conducted artificial intelligence (AI) pilot projects with the aim of optimising fleet maintenance and servicing. Renta is planning to roll out the system in 2020.

Renta has also been investing in the development of new commercial solutions to improve customer service. For example, in Finland, Renta's site huts are developed in collaboration with customers. The design options and bespoke modifications aim to increase the efficiency and safety of a customer's construction site.

Finally, in recognition of the role rental has to play in the circular economy, Renta Finland committed to a Green Deal agreement in October 2019, which encourages the industry to look for ways to reduce carbon dioxide emissions.

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