

INTERNATIONAL

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# rental

NEWS

Volume 18 Issue 1  
January-February 2018  
A KHL Group Publication

**INTERVIEW:**

**Mills**

**p14**

**SHOW GUIDES:**

**The Rental  
Show**

**p23**

**Executive  
Hire Show**

**p26**

# Latest loader

**p7**

Official magazine of the ERA



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## Our global reach

**H**ere at *International Rental News (IRN)*, we constantly ensure that we report on all four corners of the globe. I'm pleased to say that, in this issue, that is very much the case. For starters, you can read an interview with Sérgio Kariya, owner and president of Brazilian rental company Mills Estruturas e Serviços de Engenharia, who talks about the light at the end of the tunnel, after suffering for a number of years. Indeed, the Brazilian economy has been on a downward spiral and, in turn, this has had a significant impact on the likes of Mills.

Kariya eluded to the fact that Brazil has a general election this year, which would mean uncertainty continues for a while longer, but the company is positive it is now on the up again, however long it may take to reach the levels it previously operated at. Read the interview on page 14.

There is also the first of four regional reports in *IRN* this year. This one looks into Asia and the diversity of its markets. A strong rental model in Japan leads the way for Asian countries, while the likes of China are beginning to grasp the concept, too. Countries such as India, however, have a long way to go in terms of building such a model. Read more on page 20.

February is the month for major rental-dedicated shows, with exhibitions taking place in the US and the UK. In the US, The Rental Show kicks off on 19 February in New Orleans, while the UK's Executive Hire Show takes place from 7-8 February in Coventry. You can read show guides on both events in the issue, beginning on page 23. I will be attending both shows, and will do my best to skate around the exhibition halls to see as many companies as possible. If you'd like to arrange a meeting with me at one of the shows, then please feel free to email me (joe.malone@khl.com). Coffee is always needed at such events.

There are two interesting survey results in this issue, too. The first is a survey carried out during November 2017 between enterprise software company Infor and KHL Group. The survey asked businesses about the main operational challenges they were facing; their approach to investment in information technology (IT); and their views on emerging IT solutions, including equipment tracking systems, the Internet of Things (IoT) and augmented reality (AR). I'll not give anything away, so turn to page 42 for results of this. Also on page 45 is a crane rental confidence survey, undertaken by sister magazine *International Cranes and Specialized Transport*. The survey found that 43% of respondents said that business conditions in their area of the crane rental market were improving.

Features in the issue look at rental software and gensets. Both core features for *IRN*, with lots of interesting innovations and themes. The rental software feature can be found on page 29, while the gensets feature is on page 35.

I hope to see many of you at the exhibitions in February. Until then, goodbye.

**Joe Malone**

Editor

*International Rental News*



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**EUROPEAN RENTAL**

[www.khl.com/rentalawards](http://www.khl.com/rentalawards)

**INTERNATIONAL rental ASIA CONFERENCE**

[www.khl-irc.com](http://www.khl-irc.com)

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Printed by:  
Warners Midlands PLC, UK



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2018

ISSN No: 1749-5040 (Print)  
ISSN No: 1749-5059 (e-mail)



# inside

**REGULARS****NEWS**

6

New owners for Western States; Mammoth European infrastructure spend predicted; ABLE acquires Key in US; Nishio grows in Vietnam; Speedy plays down impact of Carillion collapse; and other news.

**THE APPLETON COLUMN**

11

Kevin Appleton looks at the advantages and disadvantages of long-term employment at one company. Is it wrong to stay too long?

**ERA PAGE**

47

The latest news from the European Rental Association (ERA).

**ROUSE PAGE**

48

Rouse Services reports on the latest metrics for construction equipment value trends and auction prices in the US.

**EXHIBITIONS AND EVENTS****PREVIEW: INTERMAT**

19

IRN previews the international construction equipment exhibition in Paris, set to take place from 23-28 April.

**SHOW GUIDE: THE RENTAL SHOW/EHS**

23

IRN's exclusive show guide on the two major rental-dedicated shows taking place in February. The Rental Show takes place in the US, while the Executive Hire Show is in the UK.

**PREVIEW: RENTAL TURKEY**

33

The first-ever Rental Turkey conference will take place in Istanbul in March, organised by IRN and Turkish-based publisher APA Publishing, along with ISDER/IMDER.

**KHL Group on the web**

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**FEATURES****INTERVIEW: MILLS**

14

Euan Youdale speaks to Sérgio Kariya, CEO of Brazilian rental company Mills, about the company's positive future, following the economic crisis.

**REGIONAL REPORT: ASIA**

20

IRN reviews the different rental markets throughout Asia, with Japan leading the way. Slowly, but surely, the rental model is getting noticed.

**RENTAL SOFTWARE**

29

IRN scans the global market for the latest rental software. On-the-go, real-time management is the latest invention.

**GENSETS**

35

A look at the global generator sets market and the latest innovations.

**INTERVIEW: ATUT RENTAL**

38

Murray Pollok speaks to Małgorzata Felicka, co-founder of Atut Rental, who is finally seeing the fruits of her labour.

**PRODUCT UPDATE**

41

Volvo CE launches new L20H and L25H compact wheeled loaders, Hitachi adds mid-size loader, and Makita announces two new SDS+ rotary hammer drills.

**RENTAL MANAGEMENT**

42

A new survey into the IT strategies of construction equipment businesses – rental companies, distributors and OEMs – reveals some interesting findings.

**CRANE RENTAL**

45

IRN's sister magazine *International Cranes and Specialized Transport* releases the results of its annual worldwide rental confidence survey.

## ...outside

Gehl's V420 skid steer loader is said to be the world's largest. Read more in the news.





## DIARY DATES

2018

## EXECUTIVE HIRE SHOW

February 7-8, 2018  
Coventry, UK  
[www.executivehireshow.co.uk](http://www.executivehireshow.co.uk)

## THE RENTAL SHOW

February 19-21, 2018  
New Orleans, LA, USA  
[www.therentalshow.com](http://www.therentalshow.com)

## BC EXPO AFRICA

March 13-16, 2018  
Johannesburg, South Africa  
[www.bcafrica.com](http://www.bcafrica.com)

## RENTAL TURKEY

March 28, 2018  
Istanbul, Turkey  
[www.khl.com/rt](http://www.khl.com/rt)

## INTERMAT 2018

April 23-28, 2018  
Paris, France  
[www.intermatconstruction.com](http://www.intermatconstruction.com)

## ERA CONVENTION

May 23-24, 2018  
Vienna, Austria  
[www.erarental.org](http://www.erarental.org)

## EUROPEAN RENTAL AWARDS

May 23, 2018  
Vienna, Austria  
[www.khl.com/rentalawards](http://www.khl.com/rentalawards)

## EUROPLATFORM

October 11, 2018  
Belfast, N. Ireland, UK  
[www.europlatform.info](http://www.europlatform.info)

## INTERNATIONAL RENTAL CONFERENCE (IRC)

November 26, 2018  
Shanghai, China  
[www.khl.com/irc](http://www.khl.com/irc)

## NEWS IN BRIEF

■ Ramirent has signed an agreement with the European Investment Bank (EIB) to loan €50 million, in a bid to strengthen its business. The money will help Ramirent to change the industry's traditional culture of machinery ownership, the company said, as well as improve the industry's productivity and safety on construction sites. The agreement with the EIB was made with the European Fund for Strategic Investments (EFSI), the central pillar of the investment plan for Europe. As of 30 September, Ramirent's net debt was €369.9 million. Tapio Kolunsarka, Ramirent's president and CEO, said the loan was an example of the company's sustainable business model.



Aggreko's new joint venture will trade as Shanghai Yude Aggreko Energy Equipment Rental Co.

## Aggreko adds to China offerings

Aggreko has created a power rentals joint venture in China through the acquisition of 21.5% of Shanghai Yude, a company employing 45 people and with a power rental fleet of more than 40MW.

The new joint venture company will trade as Shanghai Yude Aggreko Energy Equipment Rental Co. Aggreko said the acquisition was part of its long term strategy to expand in China with a local partner.

Aggreko has been operating in China since 2008, and has a depot and offices in Shanghai, which will support the new company.

Shanghai Yude was founded in 2005 and rents power to local industries, including events and construction. Aggreko will support the JV initially with diesel generators and ancillary

equipment to supplement Shanghai Yude's existing power equipment and UPS rental business. Aggreko said the business had scope to rent loadbank equipment and services as demand increased.

"This mutually beneficial partnership with Shanghai Yude means we can bring reliable power and joint expertise to a rapidly growing market," said Stephen Beynon, Managing Director, Aggreko Power Solutions.

"The UK and China have strong commercial ties that go way back, and we are delighted to be able to work with a local partner that has extensive local experience and expertise.

"We look forward to continuing to provide reliable, uninterrupted and cost effective power to China."

## NEWS IN BRIEF

■ Ritchie Bros will hold its first-ever, one-owner auction in the UK in February 2018, selling hundreds of items for rental company A-Plant. The event, which will be held on 8 February at the Rockingham Motor Speedway in Corby, will feature surplus equipment from A-Plant's rental fleet, including boom lifts, scissor lifts, telehandlers, excavators, dumpers, and rollers, as well as a selection of smaller tools and ground care equipment.

■ UK rental company Vp plc has announced half-year revenues of £136 million (€153.9 million) for the period ending 30 September 2017. The company's revenues were up 12% year-on-year, previously at £121.7 million (€137.7 million). EBITDA also increased 13.2% year-on-year, to £41.1 million (€46.5 million).

## JCB announces launch of new site dumper range

JCB is launching the first of a new range of site dumpers, after announcing last year it would begin to manufacture its own.

The company previously had a third-party agreement with Terex, which it began in 2015. However, following Mecalac's takeover of Terex's Coventry location – where Terex produced the site dumpers – JCB is now producing its own models.

The range being produced includes the 7 tonne JCB 7T-1 Front Tip Hi-Viz model, designed to directly address growing industry concerns over accidents and serious injuries involving site dumpers on construction sites, said the company. The complete range is compliant with the latest safety legislations.

The model is part of a range of eight other site dumper models for the 1- to 9-tonne market. The biggest market

for the machines will be the UK and Ireland, followed by France.

The JCB 7T-1 Front Tip Hi-Viz model features a reduced skip height and unique design, said to deliver huge improvements in visibility, while a longer wheelbase and lower centre of gravity promises extra stability.

The model is also certified ROPS/FOPS Level II JCB SITESAFE.

JCB Site Dumper managing director Richard Butler, said, "We are delighted that manufacturing is underway in the UK for a brand new range of JCB site dumpers, which will bring new levels of safety to the market through innovation.

"Reaction to the launch of this new range has been exceptional and customers can look forward to seeing the seven and three tonne models on the JCB stand at the Executive Hire Show in February."

**Czech rental company Stavebniny DEK has added 10 new Bobcat E19 compact excavators to its ever-growing rental fleet. The company, based in Prague, sells and rents equipment, and has an annual turnover of more than €420 million.**





## NEWS IN BRIEF



■ Gehl and Mustang have updated their V420 and V4200 skid steer loader models – claimed to be the world's largest. The companies – which form part of the Manitou Group – have increased the size of the model, from 1.45 tonnes to 1.9 tonnes of operating capacity. The model was originally launched at ConExpo in Las Vegas, US, last year and will be at Intermat this year.

■ Loxam Group has announced it has acquired Irish equipment rental company Swan Plant Hire from its founding private shareholders. The purchase price has not been disclosed. More than 45 years old, the company operates two branches in Dublin. Its fleet includes products such as earthmoving equipment, portable air compressors, lighting towers, rollers, generators and a range of tools and accessories.

■ German rental company HKL has opened a new depot, which will focus on stocking machines in the compact class, as well as small appliances and tools. Located in the north of North Rhine-Westphalia, HKL's new depot will also have a workshop for machine repair. It has an outside area of 2,000m<sup>2</sup>, and the range of construction equipment stocked.

# Nishio expands Vietnam service

Japan-based rental giant Nishio Rent All is expanding its offering in Vietnam.

Nishio Rent All Vietnam is moving its biggest Branch in Hanoi to an even larger premises in the same area – Thach That Quoc Oai Industrial Zone, where the Vietnam business was established in 2012.

The new location is around 3,500m<sup>2</sup> with newly-built offices and machinery facilities. "The company expects to create more professional and comfortable working environment for staff as well as a well-equipped maintenance workshop centre to improve quality of services and increase quantities of machines in the rental fleet," said a company spokesperson.

As well as Japan and Vietnam, Nishio Rent All also has facilities in Malaysia, Thailand, Singapore and China.

In 2016, Nishio recorded revenues of €924 and finished eighth in the **IRN100** – *IRN's* annual league table of rental companies around the world. It employs around 3,320 people and operates 386 depots.



Nishio's fleet includes Genie's S85 model.

# Carillion in liquidation

Struggling UK contractor Carillion has gone into compulsory liquidation, having failed in its attempt to persuade stakeholders, including the UK government, to provide help.

Meanwhile, UK rental company Speedy Hire has said it does not expect the collapse of Carillion to affect its financial situation, despite announcing the contractors' outstanding debt to the company was around £2 million (€2.25 million).

Speedy Hire is a supplier of equipment and services to Carillion, which yesterday announced it had entered into compulsory liquidation, and recorded revenues in 2017 worth up to £12 million (€13.5 million) from business with the UK contractor.

Speedy Hire said in a statement, "It is intended that any profit impact of Carillion's compulsory liquidation will be recorded as an exceptional non-underlying charge in the income statement for the year ending 31 March 2018."

Hire Association Europe (HAE) also said that Carillion spent £952 million with local suppliers in 2016 and used an extensive network of small firms.

Another major UK rental company GAP Group said it would not be affected by Carillion's collapse, having not done business with the company for nine years.

# Awards deadline looms

There are only a few weeks left to enter the European Rental Awards.

There will be seven categories in the 2018 edition, with the winners announced on 23 May at the awards dinner in Vienna, Austria, during the European Rental Association's annual convention.

The entry forms and judging criteria are available at [www.khl.com/rentalawards](http://www.khl.com/rentalawards) and forms should be sent to editor, Joe Malone.

The deadline for entries is Friday 16 February.

Of the seven categories, there are

two new ones, in the shape of the ERA Technical Committee Award, and the ERA Sustainability Committee Award.

Both of the Committee awards will be judged by the ERA Committee's themselves, while the other five awards will be assessed by the independent judging panel, which comprises: Pierre Boels, Michel Denis, Gérard Déprez, Pierre-Nicola Fovini, Murray Pollok and Non-voting chair: Michel Petitjean.

Firms and individuals can submit entries for their own companies, and for multiple categories.

# IRN Rental Share Index

## SHARE PRICES

| COMPANY                    |      | Start date<br>07/01/06 | Previous mth<br>27/11/17 | Current mth<br>23/01/18 | % change      |
|----------------------------|------|------------------------|--------------------------|-------------------------|---------------|
| Aggreko (UK)               | £    | 2.75                   | 8.53                     | 8.70                    | +2%           |
| Ashtead Group (UK/US)      | UK£  | 1.83                   | 19.02                    | 21.65                   | +13.8%        |
| Boom Logistics (Australia) | A\$  | 3.70                   | 0.21                     | 0.24                    | +14.3%        |
| Cramo (Fin)                | €    | 13.0                   | 18.17                    | 20.04                   | +10.3%        |
| GAM SA (Spain)             | €    | 8.00                   | 0.40                     | 0.36                    | -10%          |
| GL events (France)         | €    | 29.96                  | 25.27                    | 26.50                   | -4.8%         |
| H&E Equipment              | US\$ | –                      | 36.07                    | 41.50                   | +15.1%        |
| Kanamoto                   | Yen  | –                      | 3710                     | 3465                    | -6.1%         |
| Mobile Mini (US)           | US\$ | 46.2                   | 34.94                    | 36.90                   | +5.6%         |
| Ramirent (Finland)         | €    | 23.43                  | 7.46                     | 8.15                    | +9.2%         |
| Speedy Hire (UK)           | UK£  | 8.32                   | 0.56                     | 0.56                    | 0.0%          |
| United Rentals (US)        | US\$ | 24.9                   | 153.16                   | 187.12                  | +22.2%        |
| <b>IRN INDEX</b>           |      | <b>100.0</b>           | <b>361.6</b>             | <b>411.4</b>            | <b>+13.8%</b> |

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





## NEWS IN BRIEF

■ US manufacturer National Flooring Equipment has appointed Multi Hire Power Tools as its newest UK distributor, in a bid to grow its presence in the market. The company, which manufactures surface preparation products such as grinders and shot blast equipment, has been operating in the US – its domestic market – for 50 years, and has now set its sights on strengthening its position in the UK market. Multi Hire Power Tools, based in Warrington, offers surface preparation equipment on hire.

■ Switzerland-based manufacturer Ammann has launched a new range of asphalt pavers, said to be technologically advanced. The new range includes 17 models, with tracked and wheeled versions available, while the screed options include tamping/vibrating, high-compaction and rigid-frame. From the 17 models, there are three major size groups: compact pavers (including the mini paver), city pavers and large pavers. The compact pavers have production capacities of 300 tonnes/hr.



## Boels builds momentum in Netherlands with purchase

Boels Rental has announced it has acquired Netherlands-based Abird from private equity investor NPM for an undisclosed fee.

Abird operates throughout the Netherlands, Germany and Belgium, and achieves an annual turnover of €27 million. The company has seven branches and employs 127 people. It specialises in the rental of industrial tools, welding equipment, hoisting and lifting gear, and air, light and power apparatus.

Pierre Boels, CEO of Boels Rental, said, "We are very pleased with this acquisition. Abird is a large

independent industrial equipment provider in the Netherlands, with a strong regional presence in Western-Germany and Belgium.

"Although Boels is already active in the same market segment, the acquisition of Abird represents an important milestone in our growth strategy."

Boels added that the companies' combined would work towards its goal of becoming the most important equipment provider for the petrochemical and other industrial sectors.

Meanwhile, Michel Hogervorst,

managing director, Abird, said, "Boels has given us the opportunity to develop further at a fast pace in the industrial market at home and abroad.

"Because of the acquisition, we shall be able to continue to invest in our rental fleet and our staff will be able to carry on expanding their product specialisms. Knowledge, safety and quality are vitally important to our customers and Boels will help us deliver all three."

This year has also seen Boels enter the UK market with the acquisition of Supply UK Group.

## Ashtead grows again

UK-based Ashtead Group has announced a 20% year-on-year increase in its group rental revenues for the first half of 2017.

Ashtead's half-year rental revenues were £1.77 billion (€2 billion) for the period, up from £1.44 billion (€1.63 billion). Earnings before interest, taxes, depreciation and amortization (EBITDA) also grew 20% for the company during the first six months, to £933.7 million (€1.1 billion), up from £757.4 million (€858 million).

The company operates two main divisions – A-Plant in the UK, and Sunbelt in the US. It also operates Sunbelt in Canada.

Its biggest division, Sunbelt in the US, saw its revenues grow 20% to £1.6 billion (€1.81 billion), while A-Plant recorded half-year revenues of £245.1 million (€277.6 million).

Meanwhile, Ashtead has promoted Brendan Horgan to group chief operating officer. He began his role on 1 January, 2018.

## Metso appoints CEO

Metso has appointed CFO Eeva Sipilä as its interim President and CEO as of February 3, 2018.

Current president and CEO Nico Delvaux resigned from his post in December, to take up the same role at lock manufacturer Assa Abloy.

Delvaux will leave his role at Metso on 18 June, 2018. He joined Metso in August 2017.

The company said the search for a full-time president and CEO had begun.

Metso is an industrial company

serving the mining, aggregates, recycling, oil, gas, pulp, paper and process industries. The company also offers over 80 services centres and employs around 6,000 services professionals.

Assa Abloy is based in Sweden and claims to be the world's largest lock manufacturer by sales volume.

Speaking about his new role, Delvaux said, "I was offered a once-in-a-lifetime opportunity that I could not turn down. I have enjoyed my time at Metso and I'm grateful for the board and all the Metso people."

## Rental information from IRN

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

### IRN news App and tablet edition

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## NEWS IN BRIEF

■ Software company Point of Rental has introduced ulnnovate, an online website that serves as a feedback management system to guide future software enhancements. Its users who have a software suggestion will be able to access ulnnovate from within their software. As they enter their idea, similar suggestions will pop up, allowing them to simply vote on an already-existing idea.

■ H&E Equipment Services has relocated its Sacramento branch to its newly-constructed facility at 4800 Straus Drive, Sacramento, US. The new branch provides full-service coverage to customers throughout Sacramento and surrounding areas, and is one of eight branches throughout the state of California. The 882m<sup>2</sup> facility sits on 3.34 acres with a fully-fenced and paved yard area, offices, parts warehouse and an eight-bay repair shop equipped with a 4.5-tonne overhead crane.

**Kubota UK has announced it will launch a new mini excavator at this year's Executive Hire Show, which takes place from 7-8 February in Coventry, UK. Named the KX030-4, the machine features two hydraulic variable pumps, along with a gear pump. See more on page 23.**



## Atlas Copco divests

Atlas Copco has announced it has agreed to divest its concrete and compaction business to Husqvarna Group's Construction division. The purchase price has not been disclosed.

Atlas' concrete and compaction business achieved revenues of around 57 million in 2016. Husqvarna Group will retain the division's 200 members of staff, Atlas Copco has confirmed.

The company said that the divestment would allow it to focus more on its Power Technique business area – which includes air, power and flow – that it kick-started this year during a structural change.

The products included in the division comprises ranges for concrete and compaction, such as plate compactors, tandem rollers and concrete vibrators. The transaction also includes the production facility in Ruse, Bulgaria, and production assets in Nashik, India, along with sales and service operations worldwide.

In October this year, Atlas Copco finalised the sale of its road construction equipment division, branded Dynapac, to Fayat Group.

The divestment is expected to close in the first quarter of 2018.

# Goscor merges and acquires

South Africa-based Goscor Hi-Reach and its sister company Goscor Access Rental have merged into a new entity, Goscor Access Solutions (GAS).

The new company has also become part of the InServe Group, a large industrial services group that includes crane hire, scaffolding and scaffold steel processing, trailer manufacturing and fuel pump and distribution divisions.

Newly-appointed access CEO, Andrew Kendrick, said that the new structure will enhance opportunities and improve group synergies. The company has recently relocated its two main offices to new premises in Midrand, between Pretoria and Johannesburg, ideally located for the Gauteng province, the economic hub of South Africa.

The new business will provide complete access and telehandler services including rentals, sales of new and used machines, parts distribution, training, servicing and repairs across South and Southern Africa.

Goscor Access Solutions chairman and industry veteran George Landsberg also announced the acquisition of Aerial Lift Rentals in Port



**The official signing of the final agreement in Port Elizabeth. From left: Andrew Kendrick, GAS CEO; Eddie Ashkar, IEP; Ronnie Buis, ALR; George Landsberg, GAS chairman; Brian Paddey, ALR; Brent Viljoen, ALR regional manager; and Brian Walters, ALR branch manager.**

Elizabeth – a deal that has been in the making for a long time. The company will be incorporated into Goscor Access Solutions as its Port Elizabeth branch with regional manager Brent Viljoen leading it as part of the Cape Region.

The previous two shareholders, Brian Paddey and Ronnie Buis are set to retire from the industry although Brian will still consult to the business for a period.

## Annual growth for Japan's Kanamoto

Japanese rental company Kanamoto has announced annual revenues of JPY158,428 million (€1.19 billion) for the period 1 November 2016 to 31 October 2017, a year-on-year increase of 9.4%.

The company's operating profit for the year was JPY16,665 million

(€124.7 million), which represents an increase of 10.1% compared to the same period a year ago.

Kanamoto has also forecast the next 12 months of business, announcing it expects to see revenues of JPY161,870 (€1.21 billion), which would mean a 2.2% increase on this year's sales. It's operating profit is forecast to rise 4% year-on-year, too, to JPY17,330 (€129.6 million).

The company's president and CEO, Tetsuo Kanamoto, spoke at the recent International Rental Conference, held in Shanghai, China, and said that markets outside of Japan would be the key to the company's future growth. "In future we will enter more Asian countries...The overseas market is our future market - the future growth engine for our company," he said, in front of a 450-strong crowd.

Kanamoto is one of the top four rental companies in Japan and already operates in seven other Asian markets, including China. In September this year it established Kanamoto (China) Investments Co, located in Shanghai, and also has a joint venture business in the country.

### PEOPLE NEWS

■ Brazilian rental association ALEC has elected **Ronaldo Max Ertel** as its new 2017/2018 president, replacing Paulo Carvalho.



Ertel has worked in the car rental sector for more than 43 years, and graduated in Business Administration 23 years ago. He has previously been part of the board of executive directors of ALEC, and has been a university speaker during that time.

■ Perkins Engines Company has announced it has promoted **Andy Zuckerman** to the newly-created position of global rental manager. Zuckerman, who has served as Americas sales director for the company, began his new role this month. His responsibility will be to drive the company's rental segment and grow its brand to rental customers around the world. Perkins' new global rental manager has previously served as rental manager for Caterpillar, covering both Latin America and EMEA (Europe, Middle East and Africa).

■ French manufacturer Manitou has appointed **Mark Hanson** as its new regional vice president and CEO of its North American operations. Hanson will be making the move from Generac Mobile Products, where he led the company's North American sales and national account teams as vice president. Hanson has also worked for Hertz Equipment Rentals Corporation and Genie Industries, both in executive sales and marketing roles.



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# Long service or wrong service?

Kevin Appleton discusses the pros and cons of long-term service within a company.

It's been my pleasure, in recent weeks, to be at a number of events marking long service to a company (or industry, in one case) by a number of different people. It's caused me to reflect on the things that we see as positive in long service, as well as some of the potential pitfalls, and so this is the subject of my reflections in this edition.

I have served in organisations for as long as twelve years and as short a time as eighteen months, so I have varied perspectives on this. In my opinion, I think you can wrap up the pluses of a long-term commitment to a single employer (from the perspective of the employing organisation, rather than the individual) under three main headings.

## EMOTIONAL COMMITMENT TO THE CAUSE

When someone has spent a good proportion of their working life in a place it starts to feel like home. In fact it starts to feel like a family. For this reason, people who have invested a lot of their time in a business are often desperate to see it succeed and will contribute well above the norm in terms of time

and energy to try and ensure that it does succeed. People with long service are often the go-to individuals if a particularly taxing project needs to be delivered or a problem situation turned around. This isn't an automatic guarantee of success, but it is a pretty solid guarantee of lots of effort.

## A COLLECTIVE KNOWLEDGE POOL

The old-stagers in an organisation know how stuff gets done there. In good organisations they are often the unofficial trainers and even leaders of the newer arrivals. They know the systems, the key people, who to trust and who to avoid. Their brain is basically an operating manual and an unofficial history of the business.

## TONE SETTING

The older hands don't only know how to get things done, they also know what is and isn't acceptable in the organisation. This doesn't necessarily mean what's right or wrong, just what the character of the particular business can abide. Again, these things aren't written down, but they represent the underlying moral and behavioural DNA of the organisation.

## Dependency

However, just as William Shakespeare's heroes' greatest strengths were often the wellspring of their fatal weakness, so it can go with long service. These three positives have a dark alter-ego which can leave organisations fatally wounded if not watched for and carefully managed.

Emotional commitment to the cause can slowly turn into an unhealthy emotional dependency, where the organisation plays a disproportionate role in an individual's definition of self. The signs to look for are when the work commitment takes regular precedence over family, physical, emotional and spiritual well-being. This is not a healthy or sustainable order of things and it is often (always?) accompanied by a real difficulty in welcoming newcomers to the organisation or having respect for people whose sense of priority doesn't match

their own. This organisation can then fracture into camps of 'old-timers' and 'newbies' with an ongoing organisational civil war then assuring the company's ultimate demise.

The collective knowledge pool is, similarly, a dangerous thing when it is played for power or, less maliciously, just results in lots of things being taken for granted. I've seen examples of some really odd, inefficient, processes left in place because "that's how we've always done it". If the collective knowledge pool of the long servers isn't married to a degree of curiosity and willingness to define, challenge and re-examine the way they work, then the organisation is left frozen at the point when the long-servers started in the business. It is doomed.

Tone setting runs across both of these areas. If an organisation's long servers set a tone of being humble, open to critique, curious to learn, ready to change and, above all, welcoming of new colleagues, then they will assure the development of a thriving culture. If, on the other hand, they model behaviour which sees change as threat and considers the preservation of their relative status in the business as the key objective, then the organisation needs to move them on, or risk death by behavioural poisoning.

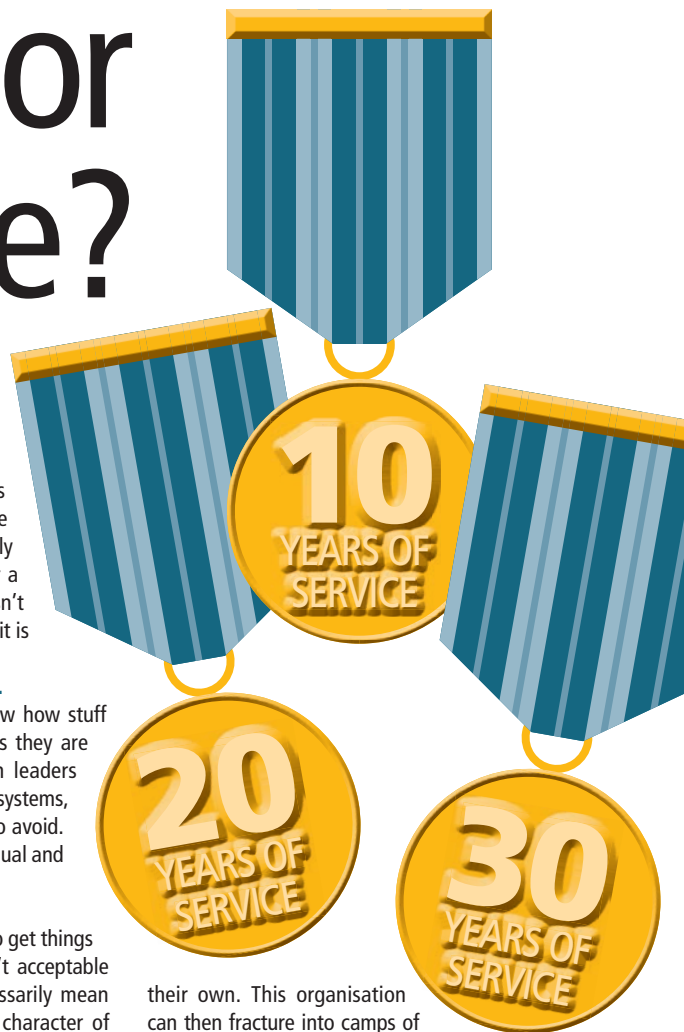
As our industry matures we, like many others before us, will need to understand and respond to the long-term opportunities and challenges of getting the right mix of people and attributes in our teams. Long service and loyalty are virtues to be valued and acknowledged. However, they are not, of themselves, skills or attributes. If we recognise the benefits that service longevity can bring, but also actively manage its potentially damaging effects, we get the best of all worlds.

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**KEVIN APPLETON** is former CEO of Lavendon Group, former divisional chairman of Travis Perkins and former non-executive director of the Freight Transport Association. He is currently managing director of Yusen Logistics UK, non-executive chairman of Horizon Platforms, non-executive director at Ramirent Oyj, and non-executive director at Arco Ltd. To comment on these articles e-mail: IRNfeedback@khl.com

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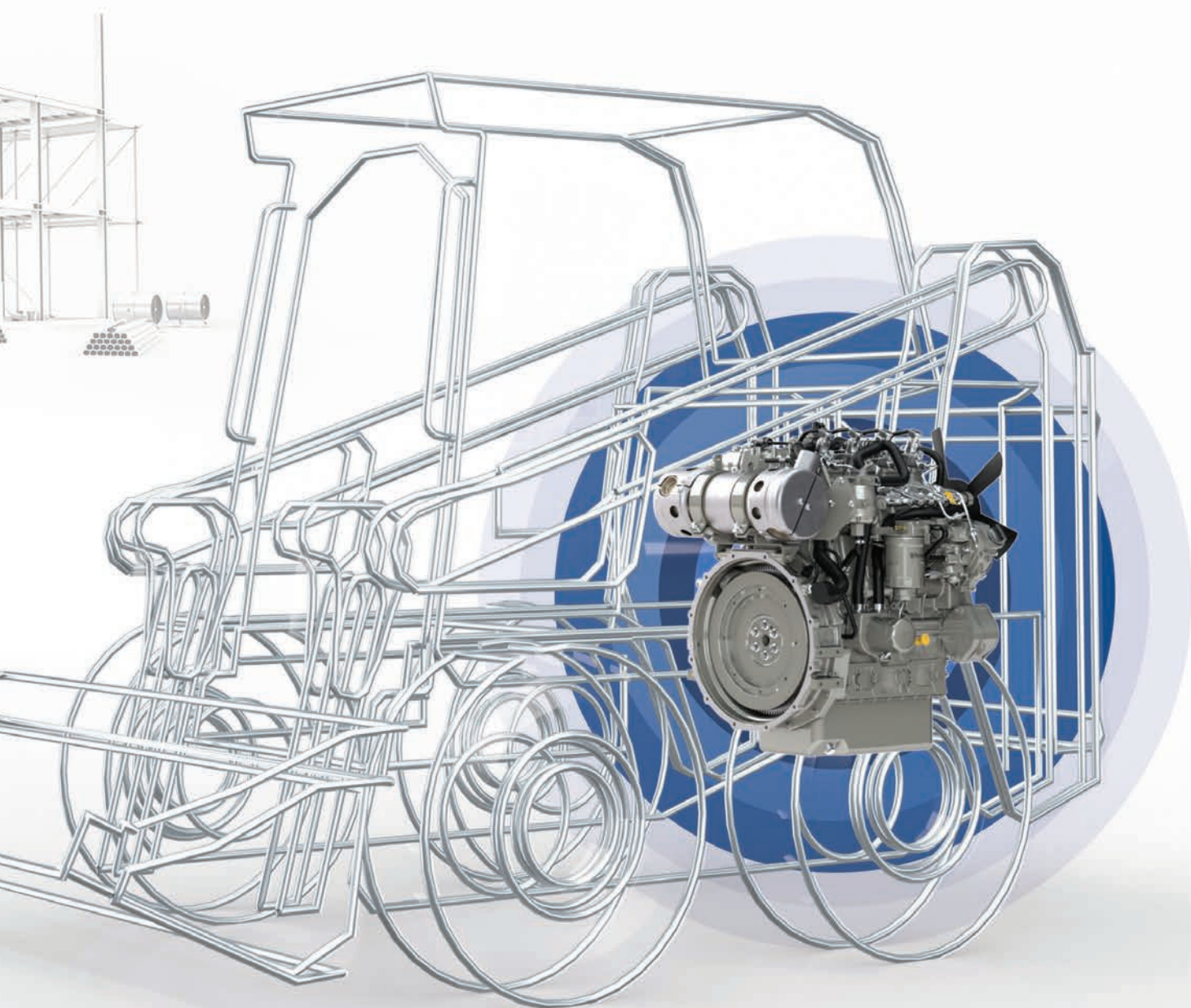
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# Positive future

**Brazil has been suffering under a multitude of economic and political upheavals. Euan Youdale of Access International, spoke with Sérgio Kariya, the CEO of Mills, about the past and the future.**

**F**or anyone living and working in Brazil over the last four years, uncertainty concerning the years ahead could be described as an understatement. The country has been battling a major financial crises, which first hit in 2014 and has put the construction industry on indefinite hold.

This has been accompanied by massive fraud reaching to the heart of the country's construction and political system. More than 100 people in the construction sector and close to government have been charged or convicted in connection with the well-documented Petrobras investigations, and more than 50 politicians have been investigated.

The scandal has yet to settle ahead of fresh elections this year – the outcome of which can only be guessed at.

One tumultuous experience after another has left many of the law-abiding companies in Brazil battling to stay afloat. One of them is Mills Estruturas e Serviços de Engenharia, the country's largest rental company, particularly of aerial platforms, which

make up some 65% of its current fleet. Its president and CEO Sérgio Kariya assumed part ownership of the company in 2015, just as the turmoil was getting started. However, Kariya's emotions over the ensuing challenges are mixed, as the crises has allowed him to streamline the company and build it into what he believes is a stronger enterprise for the future.

It's a situation that many company leaders around the world, who have endured similar experiences in their own countries, would sympathise with. The process of changing the culture and systems of a company, if carried out correctly, often see it survive the crises and strengthen its position when the economy gets back on track.

## Part of the plan

This has very much been Kariya's plan while navigating the steep declines of Brazil's construction sector.

In the second quarter of the company's 2017 financial year, Mills' rental division's revenues stood at R\$42.3 million (€11.53 million) – a 22.2% decrease year-on-year.

Compared with the first quarter, revenues had increased 3.7% from R\$40.8 million (€11.12 million) – its first sight of growth in over two years.

Group revenues, which include the Construction segment, were R\$70.6 million (€19.24 million), which represents a year-on-year decrease of 33%, but a quarter-on-quarter increase of 6.8%.

The company's construction segment offers clients specialised engineering services for infrastructure, residential real estate and industrial markets, while the rental division offers hire and sales of

“ We did the right thing in adapting our mix of products, mainly AWP's, to the consumer sector, not because we wanted to but there were far less jobs for us to do in construction. As a result, we see a growth in our AWP segment in 2018. ”

SÉRGIO KARIYA



predominantly access equipment. Fortunes were changing in the company's most recent, third-quarter results. Group revenues reached R\$82.1 million (€21 million) compared to R\$70.6 million (€18 million) in the previous quarter. In the Rental segment, revenue was R\$48.2 million. The positive increase of 14% was due to sales of semi new equipment, where 118 units of equipment were delivered totalling R\$8.9 million (€2.27 million).

And there is likely to be a growth in the country's GDP in 2018, of around 2.5%, Kariya believes, which will help matters.

Nevertheless, the situation in Brazil means nothing is that simple. “Of course, Brazil has a presidential election this year and that's going to make things a little tougher, on the political side.”

Kariya also believes the infrastructure and construction segments in Brazil are likely to remain flat at best, while the consumer sector is on the increase.

“That is why for the last four or five years we have been putting a lot of focus on the non-construction segment. We believe the consumer segment in Brazil is going to be the driver for growth.”

## Non-construction strength

Around 70% of the company's rental division revenues are now coming from non-construction activities, in industrial maintenance, painting, refurbishment, window cleaning, and services in general.

It represents a switch from the company's former longstanding set-up. In the past, 85% of work carried out by Mills' rental segment fleet was in construction.

“We switched from 70% construction,” says Kariya, “We did the right thing in adapting our mix of products, mainly AWP's, to the consumer sector, not because we wanted to but there were far less jobs for us to do in construction. As a result, we see a growth in our AWP segment in 2018.”



Sérgio Kariya, president of Mills.





As mentioned, 65% of Mills' rental segment fleet is made up of MEWPs, with the other 35% including formwork, shoring and special equipment for bridges and so on.

"Construction, on the other hand, I am not very optimistic about," says Kariya, pointing out that infrastructure specially is in a dire situation.

One of the causes is the Petrobras corruption scandal.

"Many major general contractor and construction companies in Brazil were involved in this corruption scandal. They did the engineering, procurement and construction for the infrastructure segment in Brazil.

"Now we see that the infrastructure system is not well organised in Brazil. In other words, the government now does not have enough technical expertise or the team to provide and plan for what is required."

Added to this, there is a great urgency to invest in infrastructure in the country.

"We are also trying to transform the social security programme, like pension funds, here in Brazil," explains Kariya, "It consumes a lot of our GDP, as well as this, the government has not had the majority it needs to approve the reforms, which delays the situation."

These vast social welfare costs, while important for the country, says Kariya, add to the pressure on infrastructure investment. "As a result of all this and the election, we will see a lot of jobs stopping."

It doesn't help that major works are often ended prematurely at the end of a government's term in office, rather than carrying on through to the next administration.

All this comes on the back of a very difficult few years for the construction sector in general. "So, we see a very tough year for the construction sector" Kariya forecasts.

Compared to 2017, some of the project backlog for the likes of bridges and tunnels will reduce, not because they have been completed but because

they have been put on hold indefinitely. The private sector is also under a great deal of pressure. All the concessions offered to companies involved in stadium and related infrastructure construction for the 2014 FIFA football World Cup and the 2016 Summer Olympics ended with those events.

"Hopefully the next president will start to clear up this mess and hopefully the situation will start to get better in the second semester of 2019," comments Kariya.

### Considerable restructure

The amount of restructuring required at Mills to reverse the tide and keep the company afloat has been considerable. "When I assumed the company in 2015 we had over 2,500 employees, right now it is less than half of that with 1,200 employees. We needed to deplete a lot and change a lot; we used to have a lot of equipment, mainly ultra booms for heavy construction jobs, when we had ship yards,

### Mills' booms at the Museu do Amanhã.

Olympic stadiums, soccer stadiums, highways, subways and airports under construction in Brazil."

Kariya explains, "First we sold some equipment outside Brazil to the US and Europe, some to the Middle East, and we bought more electric equipment for non-construction, consumer jobs like shopping malls and industry.

Looking at Mills' current fleet size, you would be forgiven for thinking things haven't changed that much. The fleet stands at around 6,000 units, 10% less than the 6,600 units the company held four or five years ago. The difference, as previously mentioned is in the mix, with far fewer big booms, replaced by electric scissors aimed at shopping malls, etcetera.

Kariya continues, "We also closed some branches; we started looking at margins for every branch and every product and made the decision to shut down some operations."

In the rental segment, that amounted to four closed branches, with 30 now remaining. In the construction and real estate segments the losses were far greater, with 10 of its 17 branches being closed.

Challenges have also come from rental rates that have been forced down as a result of the crises. "There has been a lot of pressure on rental revenues due to lower volume and prices in the construction segment. Prices dropped almost 60% during the crises period in heavy construction, for rental it was 50% down on what we used to have. At one point the volume dropped by more than a half. Of course, the EBITDA margins were also hurt a lot during this time."

Another issue was the heavy debt assumed by Mills, to the tune of R\$700 million (€178 million), which Kariya took on when he took over the company. "I focused a lot on reducing the debt, and, right now we have R\$220 million (€56 million) in cash and R\$300 million (€76 million) in debt. We have been very strong on capital discipline in the company; reducing costs, cutting expenses, shutting down operations and selling equipment.

"There was some bad debt, which has been turned to good, which means that we are way more productive, way better cultured inside the company and capital is much higher.

"We have changed the nature of the company during this crisis."



The Carioca Aqueduct is an aqueduct in the city of Rio de Janeiro, Brazil.



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Mills machines at Rock In Rio.

As Kariya confirms, to some extent, the crises coincided with the reorganisation of the company, rather than being the sole cause of it, as major readjustments would have been made even in a strong economy.

Nevertheless, the crisis has taken the overhaul of the company further than he would have anticipated.

But, now, there are some green shoots. "Those from the construction industry are suffering but we see a light. We think things are coming better in the next couple of years," says Kariya.

For Mills, its rental division will see the first signs of growth in the consumer sector that it has nurtured in recent years. "We will see at least a 10% increase next year. That will be followed by infrastructure construction in 2019.

"Much depends on who is going to be our next president. There are some extremely bright candidates but there is a huge question mark.

"The economy, GDP, is going OK but if we do not invest in infrastructure we will see very short-term growth and if we don't see investment in social security, we will also see very short growth. As long as those two things happen I would say things will start to work better."

Kariya believes infrastructure spending should be at least 3.5% of GDP before things can get back on an even keel. "We used to invest around 2.7%

“Those from the construction industry are suffering but we see a light. We think things are coming better in the next couple of years.”

#### SÉRGIO KARIYA

of our GDP. If you compare it to other developing countries; China used to invest 10%, right now it's around 9%. Chile invests 6%. In 2017 Brazil invested around 1%, which is crazy. We believe next year it will be around 1.2% which is low, and 1.5% in 2019, and in 2010 it will be getting better at around 2%, but it's still too low.

"We also need to improve our productivity for everything that we produce and export," Kariya concludes.

#### Settling down

While Mills has seen serious change over recent years, things will settle down somewhat in the company during 2018. "We are not planning on any capital expenditure this year. The reasons being; firstly, although rental is growing we still have

idle equipment, and secondly, the prices we get compared to the returns that we aim for are very far apart. First, I want to increase prices to balance the return on already invested capital and improve margins, and then look to increase our fleet."

An age-old concern in the Brazilian market are the countries import rules and duties, neither of which are likely to change any time soon.

"We have a regulation that forbids importing used equipment into the country. Even if international companies bring their equipment to be used in Brazil, they are breaking the rules.

"There are some exceptions for specialist equipment like a very big crane that can receive a temporary permit, then leave the country straight after the job. But for us, we cannot buy equipment from United Rentals, for example, and bring it here.

Fortunately, all this is in line with company policy. "There are some competitors, small companies, that are buying used equipment inside Brazil but I believe that our model should be to buy new equipment."

Another fact of life for rental companies in Brazil, as with other countries in the world, is the import duties for new equipment. A new piece of kit manufactured in the US can cost a buyer in Brazil up to 42% more than a customer in North America, once the whole export process has been completed.

Would it help if manufacturers had production facilities in Brazil? Kariya answers, "We have had a lot of those conversations in the past with manufacturers but I don't believe, with the volumes concerned, it really makes sense for them to construct or produce machines here."

So, the challenges continue for Mills yet the company has positioned itself in the most favourable way possible for the years ahead. "I would say that our major competitors have been doing a good job. They are doing basically the same thing as us, although there are other companies that are defaulting with banks and some private equity companies are getting out of the business.

"The downturn hit everyone, some were more exposed, they did not have the capacity to change quickly. None of us thought that this huge crisis would be for so long."

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# Runs and runs and runs ...



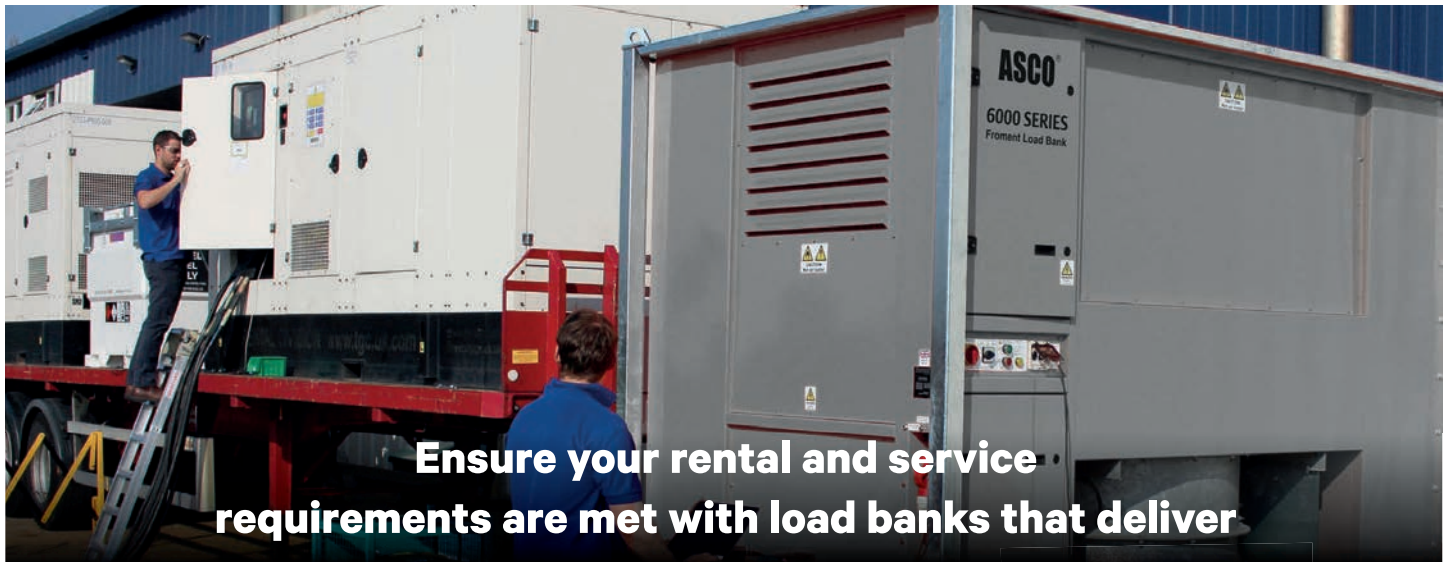
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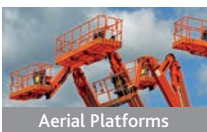
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# Excitement builds

**As exhibitors and visitors to this year's Intermat, Paris exhibition begin to plan ahead, IRN previews the show which takes place from 23-28 April.**

**W**hen most people think of Paris, France, they usually associate it with the following three things: romance, great food, and outstanding monuments. This year, though, brings a whole new trail of thought – construction equipment and all its accessories.

That's right, Intermat is upon us once more, and will take place from 23-28 April at the Paris Nord Villepinte Exhibition Centre.

New to the 2018 edition of the show will be four themed villages, in a bid to address the challenges raised by the digitalisation of the construction industry. The villages will be named: the Construction Tech 100% Start Up Village, the Smart Road Village, the Building Smart Village, and the Demolition & Recycling Village. There will be a number of round tables and talks on the market's topical subjects within these villages, during the week-long event.

Taking place alongside Intermat will be the second edition of World of Concrete Europe, too. This will comprise exhibition space, an educational forum and a demonstration zone.

## As expected

Many of the usual suspects will be exhibiting at Intermat, which currently hosts about 1,500 exhibitors from 40 countries, and the most recent show in 2015 attracted 183,000 visitors from 167 countries. Companies such as Ammann, Doosan Bobcat, Fayat, Haulotte Group, Komatsu Europe, Kubota Europe, Magi Telescopic Handlers, Manitou Group, Mecalac France, SDMO Industries, Trackunit, Volvo Construction Equipment, Wacker Neuson, Wirtgen France and Yanmar will be present, to name but a few.

There is also a new director of the show, Isabelle Alfano, and she says she is keen to keep pace with the changing times. IRN's sister title *Construction Europe* sat down with Alfano to discuss the upcoming show, and she said she had chosen to



**Isabelle Alfano, director, Intermat.**

approach the market differently by putting greater focus on the EMEA (Europe, Middle East & Africa) region. In order to attract more visitors from these areas, Intermat has been actively promoting the show in the EMEA market by going on tour.

She said, "The way we do it is, rather than having press conferences, we have meetings with the industry and we gather journalists, contractors, federations and exhibitors, and we explain what Intermat will be.

"We also have speakers at these events, who give content and perspective to these different countries, explaining what the market will be like over the coming years."

## Change of plan

Another change to the show is the way in which it has been organised. With a view to creating distinct hubs of expertise, the exhibition has been divided into four different activities – Earthmoving & Demolition; Roads, Minerals & Foundations; Lifting, Handling & Transportation; and Buildings & Concrete Sector.



## Intermat 2018

### WHEN?

23-28 April, 2018

### OPENING TIMES?

0900 – 1800 everyday

### WHERE?

Paris Nord Villepinte Exhibition Centre

[www.paris-en.intermatconstruction.com](http://www.paris-en.intermatconstruction.com)

It is thought that this should make it easier for visitors to navigate the exhibition, since they will be able clearly to identify the areas they are interested in.

This has also fed back into the way in which the show has been promoted – a targeted approach has been taken, attending to each particular sub-sector separately.

So, a fresh approach to the show will bring a feel of optimism about the construction industry going forward. You can expect to see many new products launched at the event, and IRN will produce a show guide for the exhibition in the March issue, to provide visitors with a taste of what is to come. Be sure to look out for that.

**IRN**

**Four brands of equipment will be on show at Intermat, Paris.**



EARTHMOVING  
& DEMOLITION



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& CONCRETE  
SECTOR



ROADS,  
MINERALS  
& FOUNDATIONS



LIFTING,  
HANDLING &  
TRANSPORTATION



**The most recent Intermat show in 2015 attracted 183,000 visitors from 167 countries.**



# Diversity in Asia

**The rental model throughout Asia differs in maturity depending on which country is in question. Joe Malone explores the views of those in the industry.**

**G**iven that Asia is the largest continent in the world, making up around 60% of the Earth's population, it is no surprise that it is one of the most diverse when it comes to the construction equipment rental model. Made up of developed and developing countries, the difference from one country to the next is vast.

Japan, for example, has a very mature rental model. In *IRN's* 2017 **IRN100** – the exclusive league table of the top 100 rental companies in the world – 18 Asian rental companies made the grade. Significantly, though, 10 of those were Japan-based. In fact, four of those made the top 10 – Aktio Corp (4<sup>th</sup>), Nishio Rent All (8<sup>th</sup>), Nikken Corp (9<sup>th</sup>) and Kanamoto (10<sup>th</sup>).

Indeed, rental companies play a significant part in shaping demand in Japan. They account for 45% of mini excavator and 35% of crawler excavator sales, for example, and it is a well-consolidated market, according to specialist market intelligence and forecasting company, Off-Highway Research. In general construction equipment sales terms, sales are currently running at just over 60,000 units per year. Demand has been as high as 90,000 units in 2013, which was a response to both the policy of 'Abenomics' to stimulate the economy as well as the need for machinery to rebuild following the March 2011 earthquake and tsunami.

Moving forward, Off-Highway Research said it expected sales to reach 70,000 units per year by 2020 and 2021 as the country's economic strength gradually improves.

During the latest International Rental Conference

**Tetsuo Kanamoto, president and CEO of Kanamoto, spoke about the Japanese rental market at the latest International Rental Conference (IRC) in China.**



**Doosan Bobcat says it aims to expand sales of large equipment to rental companies.**

(IRC), held in China, Tetsuo Kanamoto, president and CEO of Kanamoto, said that the company's future growth would be primarily in the hands of business done outside its domestic market. He did however add that it would also pursue growth in its domestic market, with a particular focus on regional markets such as Kanto Koshinetsu region and Kansai central region.

In China, meanwhile, the rental model is gaining strength, albeit on a much lower scale. Chai Zhaoyi, vice chairman of Shaanxi Construction Machinery Co, and founder and executive director of Panguan Rental, told *IRN* that there was now more attention on rental. He said that equipment sales to rental companies was at less than 10%, but added that this was a significant improvement on years gone by.

However, Zhaoyi believes that there is more room for development in China. He said, "The huge gap compared to the US, Europe and Japan also means China's rental industry has great potential for development.

"Some construction machinery such as tower cranes have improved greatly in recent years." He added that the average equipment sales to rental companies around the world was 17%, meaning

China would be classed as an up-and-coming market in this sector.

"With the steady development of China's overall economy, the market is very huge, a new period of rental development is on the way. From an international perspective, with the success of many manufacturing industries throughout the world, I believe that China's rental model will also enter the top 10, top three and even make number one in the future," claims Zhaoyi.

## Substantial MEWP growth

China's MEWP (mobile elevating work platforms) specialists Sinoboom, meanwhile, says that the MEWP rental market should see growth of over 30% in the next five years, with boom lift platforms leading the way. It said that venue construction was increasing and, in the future, MEWPs were expected to be in greater demand for petrochemical works, municipal engineering, commercial complex maintenance, film and television, and logistics.

The company added that, in the last year, the number of AWP (aerial work platform) OEMs, sales trends, and the annual increase in the number of rental businesses, all indicated that the MEWP industry in China was rapidly developing, as more



**Sinoboom is a major player in the Chinese manufacturing market.**





and more manufacturers "want a slice of the cake".

In the long term, Sinaboom says it believes that professional rental operations will be the industries' main business model for platform equipment.

Another Asian country which has seen rapid growth in recent years is South Korea. Equipment sales are expected to stabilise at a high level in the coming years, following a period of sustained growth, says Off-Highway Research.

Sales this year are expected to exceed 12,000 units, with a similar number of agricultural tractors expected to be sold. This makes South Korea one of the 10 largest construction equipment markets in the world and the third largest in East Asia. These levels of sales are expected to continue for the next two-three years.

Doosan Bobcat is a major player based in South Korea. The company operates globally and sells a large proportion of its compact equipment to rental companies. However, Doosan Bobcat told *IRN* that it was difficult to place an exact figure on sales to rental firms, given that a lot of its equipment to such companies came through its dealers.

It said that, while compact equipment was the main attraction for rental companies, it planned to expand its sales of large construction equipment to rental companies.

### India on the up

In India, Off-Highway Research says that construction equipment industry previously peaked in 2011, but declined in subsequent years as the government of Manmohan Singh suffered policy paralysis in the wake of several corruption scandals. The election of Narendra Modi as Prime Minister in 2014 has seen the revitalisation of the



**India's construction market is booming, and it holds BC Expo India every two years.**

Indian infrastructure segment. This has seen the construction equipment industry turn around in the last two years. Sales declined between 2012 and 2014, settling at a low of 47,991 units at the bottom of the cycle, compared to the 72,492-unit high of 2011.

There was moderate growth in 2015, followed by a huge 36% surge in sales in 2016, and an expected further improvement of 10% in 2017.

Adding to that point, auditing firm KPMG says that India is set to overtake Japan and become the world's third-largest construction market by 2025. First, however, it must overtake Germany to become the fourth largest, which it is set to do in 2022.

India is an interesting country in such terms, as it boasts a strong construction presence, but a very weak rental one. A developing country, however, which mirrors the general consensus for rental strength.

Finally, Australia has a strong rental market, made up of a small number of large rental companies, including Coates Hire, Kennards Hire, Emeco Holdings and Boom Logistics. Angus Kennard, CEO of Kennards Hire, told *IRN* in July last year that the country was experiencing a housing boom, which was keeping the market healthy. He added, however, that he expected this to end soon, which could affect business for Australian rental companies.

Asia has promising times ahead and the rental model will only continue to grow. **IRN**

## Sales in China explodes

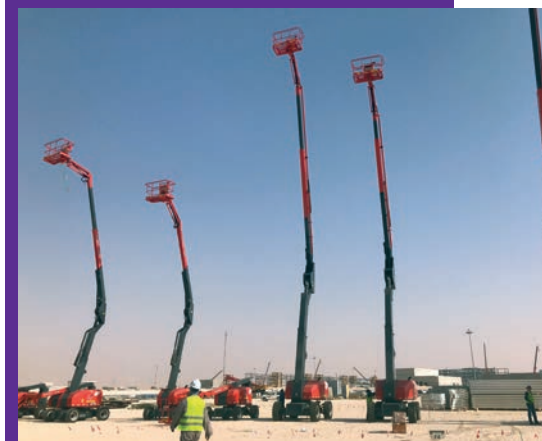
Following the market recovery in the second half of 2016, demand for construction equipment in China has seen explosive growth this year, according to specialist market intelligence and forecasting company, Off-Highway Research.

Demand was up some 70% in the first six months of 2017, compared to the same period last year, and some of that momentum has been carried on into the second half of the year.

The sharp recovery is due to the large number of new infrastructure projects which have been given the go-ahead since 2015. However, it was not until 2016 that these projects received adequate funding, including Public-Private Partnership (PPP) investment. This has seen major contractors become involved in project investment as well as construction work.

As a result, demand for construction equipment started on its sharp upward trajectory in the third quarter of 2016, very much as it did in 2009-2010 when sales were greatly boosted by the large number of projects launched as part of the Government's stimulus programme.

**Coates Hire is the largest rental company in Australia.**



**Demand for equipment was up 70% year on year for the first half of 2017 in China.**



# Barriers to Telematics vs. Skyjack Innovation and Approach

Video Series



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# Rental dedication

Two major rental-specific trade shows take place in February – The Rental Show in the US, and the Executive Hire Show in the UK. *IRN* takes a look at what is on offer at both shows.

## The Rental Show

This year's Rental Show takes place in New Orleans, US, and will have a number of new and familiar products on display for those looking to learn more or make purchases. It is the 62<sup>nd</sup> edition of the exhibition, and is expected to be bigger and better, once again.

So, from the earthmoving sector, Caterpillar will, of course, be at the event, and it will introduce for the very-first time its 300.9D sub-3 tonne mini excavator machine. The 300.9D expands the company's mini excavator offering, and is said to provide customers with a lower cost unit for entrance into MHE (materials handling equipment) ownership. It is powered by a Yanmar 31NV70 engine. The company will also show its 239D compact track loader.

A newly-enhanced line of Ditch Witch mini skid steers will be on show at the event. They are said to offer construction-grade durability and versatility to conquer a variety of rental jobs, from small to large complex landscape and irrigation jobs. The products include the SK600, SK800, SK1050 and SK1550, and rental operators can effectively maintain hydraulic flow to the attachment with an easy-to-use auxiliary control foot pedal, says Ditch Witch.

*IRN* contacted other exhibitors at the event in this product sector, such as John Deere, Komatsu, Case and Volvo, which declined

**Generac's new-and-improved MLT6SMD LED lighting tower will be at the show.**

to comment, but you can expect to see new or recently-launched products at the event. Other notable exhibitors at the show include Kubota, Atlas Copco, Doosan and Bobcat, Himoinsa, Cummins, Almond Bros, along with Baseplan and Trackunit from the software sector.

### Industry first

Wacker Neuson will be at the show, and it will showcase what it says is the industry's first emissions-free, cordless, battery-powered vibratory rammer. This will be its first sighting in the US. Using lithium-ion battery technology, the AS50e is ideal for commercial interior construction or renovation projects, for use in poorly ventilated areas including trenches or in sound-sensitive areas such as hospitals as well as for rental yards and environmentally conscious builders.

Launched in January this year, Generac will exhibit its new-and-improved MLT6SMD LED lighting tower, said to deliver best-in-class performance. New to the product are LED fixtures that are twice as powerful as the previous version, delivering light coverage similar to that of 1050W metal halide bulbs, but with far better performance. The durable LED fixtures are designed to last the lifetime of the tower and emit clean and consistent light for more accurate colour display and even coverage.

From the pump sector,



**Key facts**

**WHEN?**  
19-21 February, 2018

**WHAT TIME?**  
Monday 19 February: 10.00 – 17.00  
Tuesday 20 February: 09.00 – 17.00  
Wednesday 21 February: 09.00 – 13.00

**WHERE?**  
Ernest N. Morial Convention Center,  
New Orleans, US

[www.therentalshow.com](http://www.therentalshow.com)





**Caterpillar's 300.9D mini excavator.**

Thompson Pump will show its new 6JSCEE model featuring an Isuzu engine. It is said to be an ideal fit for rental companies due to its versatility for use on bypasses and general construction dewatering applications. It reaches flows to 2600gpm and heads to 150ft while capably handling 3-inch solids. This latest innovation is part of Thompson Pump's popular JSC compressor-assisted pump series with Thompson's Enviroprime System.

### Gold standard

Software products will also be on show at the event, and Point of Rental will show its Rental Expert product, said to be the rental industry's gold standard for Windows-based software, according to the company. The software is enhanced annually to ensure users remain ahead of their competition in software capability and ease-of-use.

In the access sector, Genie will highlight its new generation of XC booms. Specifically, the company will show its S-85 XC boom equipped with the Genie Lift Power generator solution and the Genie Tech Pro Link handheld device. This will be the first >



**Genie's S-85 XC boom, pictured at the company's Oklahoma City facility, last year.**





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## Key 2

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opportunity for customers to see these products on the stand since their introduction.

Haulotte will feature a range of its products, too. With a working height of 71ft, the 6543 A trailer-mounted boom lift is the latest addition to Haulotte's full range of mobile elevated work platforms (MEWPs.) The 6543A towable unit features a 65ft platform height, 43ft of horizontal outreach, hydraulic outriggers, auto-platform leveling and a leading outreach and working envelope. It also features an up-and-over height of 24ft, 2 inches. Hydraulic outriggers and automatic leveling allow operation in less than 30 seconds. The 6543 A can be towed by a Class V pickup truck. The company will also have its newest model in the vertical mast family, the STAR 20.

Following its access debut made last year at The Rental Show, JCB will show a list of its 27 models it said it would launch over the course of the year, 12 months on. Attendees will have to visit JCB's stand to see what's in store for 2018.

JLG Industries, meanwhile, will unveil a product that marks the company's entry into yet another new product category at their booth. Visitors will also see the new RS Carrier from Jerr-Dan in collaboration with JLG and JLG utility vehicles, which represented new product categories for the company last year. Additionally, the booth will showcase JLG's range of telehandlers, booms, scissor lifts and its after-the-sale service offerings and training programs.

### Seven-model range

Putting safety first, as ever, Magni Telescopic Handlers will show its HTH (heavy telescopic handler) range, which comprises seven models ranging in capacities from 10 to 45 tonnes. "With an ever-growing assortment of attachments, the ability to realise the great potential of Magni machines becomes possible," the company said.

Manitou is set to unveil a new line of diesel and electric mobile elevated work platforms (MEWP) for North America at the 2018 show. With four new models designed by North American standards, Manitou is positioned to enter the US this year. The



**Skyjack's new SJ519 will be debuted at The Rental Show.**

**For the past 25 years, Manitou has been manufacturing MEWPs with great success in Europe, achieving more than 20% market share.**



**Haulotte's HA33CJ working indoors.**

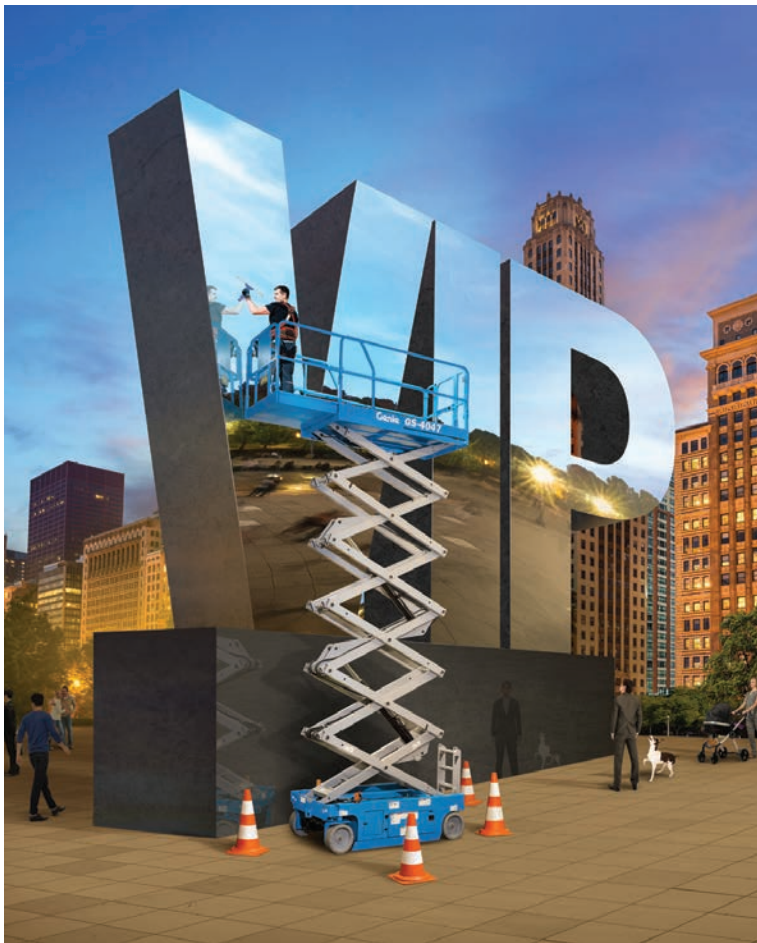
brand-new ATJ 46 boasts an impressive up-and-over reach of 27ft, 3 inches at a height of 24ft, 2 inches. The new ATJ 46 comes standard with four-wheel drive, four-wheel steering, 14 inches of ground clearance and a 226kg platform capacity.

In addition to its fleet of traditional products, Skyjack will launch the SJ519 TH telehandler. A further enhancement to Skyjack's telehandlers is the company's industry-leading mechanical CVT EcoShift transmission, which will have its own dedicated display at the event. Skyjack will also unveil its off-road telematics solution and share their thoughts on the barriers to entry that have presented themselves to-date with other telematics products.

Snorkel will be showcasing 14 lifts from its product line. The show will serve as the official debut for the new Snorkel 460SJ mid-size telescopic boom lift. Delivering a working height of 52ft and outreach of up to 40ft, the 460SJ features a 6ft, 6-inch jib boom. Designed for construction sites, the 460SJ delivers up to 50% gradeability and constant four-wheel drive from standard oscillating axles.

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# Executive Hire Show

**P**erhaps the most important equipment rental-specific exhibition of the year in the UK, the Executive Hire Show has grown in its potential once more.

Now in its 12<sup>th</sup> edition, the show is said to be 99% sold out to-date, with many exhibitors increasing their stand size to accommodate more products. It takes place at the Ricoh Arena, in Coventry.

Hall 2 will offer The Innovation Trail – Live! – a selection of new products, considered to be “particularly outstanding” by the Executive Hire Show, which will be available to view in all their glory.

This year, more than 180 exhibitors will take part, with 25 companies new to the show. Among the new exhibitors are Astrak, Rentaload, Cautrac, AEM Spain, Scott Brothers, Southwire, Pladdet BV, Epiroc UK & Ireland, and Contractors Plant Hire.

In the earthmoving sector, Bobcat will be showing its 1.7 tonne E17z Zero Tail Swing (ZTS) canopy excavator. The model completes the company’s 1-2 tonne range of compact excavators. The machine’s ZTS functionality has been taken a level further, by using its Zero House Swing design, in which the front upper structure is also fully protected by ensuring the front corners are kept within the swing circle when the tracks are in the fully expanded position.

JCB will be showcasing new site dumpers, its latest mini excavator range, and models from its access product range. Its new Hi-Viz JCB 7-tonne machine will be available to view outside the



## About the show

### WHEN?

7-8 February, 2018

### WHAT TIME?

Wednesday 7 February: 09.00 – 17.00

Thursday 8 February: 09.00 – 16.00

### WHERE?

Ricoh Arena, Coventry, UK.

[www.executivehireshow.co.uk](http://www.executivehireshow.co.uk)

exhibition centre, and is designed and engineered specifically to tackle concerns over accidents and injuries involving site dumpers by enhancing visibility, operator protection, stability, comfort and serviceability.

There will be a brand-new forklift model on show from Manitou – named the MC18. With an overall width of 1450mm and a height of less than 2m on its Buggy version, the MC18 truck will offer users optimum visibility during handling operations, with a new panoramic glazed roof without a metal structure. The model delivers a ground clearance of 30cm, said to be the highest on the compact truck market.

Thwaites, meanwhile, is showcasing its 9-tonne Cabbed Dumper. The new Level 2 ROPS and FOPS cab ensures solid protection for the operator with an engineered, reinforced structure, reducing injury from machine overturn or falling objects. There is also a fully-integrated camera system for enhanced safety, which provides operators with 360° all-round visibility.

## Going bigger

From the access sector, Snorkel UK has booked its largest-ever stand at the show, and will display its S3010P and S3010E mini scissor lifts, along with its S3215E electric slab scissor lift. The self-propelled S3010E model delivers a working height of 5.0m and a lift capacity of up to 227kg. It has compact dimensions and a zero inside turning radius to make it ideal for working in tight spaces. It is also light enough to be carried in elevators, weighing just 495kg.

There will be a range of products on show from Euro Towers, including the Euro Ladder frame,



JCB's 18Z-1 mini excavator will be on show.

500 and 232 towers, along with the Euro One. Also available to view will be its Stepfold podiums including the only podium to fit on a staircase, the Stairpod and the Minifold folding tower unit.

From the power sector, Doosan Portable Power will launch its new G20IIA generator and 7/31+ compressor generator, showing for the very first time. You can read more about the G20IIA in the gensets feature on page 35.

Lighting up the Ricoh Arena will be Trime UK and Morris Site Machinery. Trime UK will be



The new Manitou MC18 has an overall width of 1450mm and a height of less than 2m on its Buggy version.



Snorkel UK's S3010P mini scissor lift.

Thwaites' new 9-tonne Cabbed Dumper has Level 2 ROPS and FOPS cab.





**Bobcat's 1.7 tonne E17z Zero Tail Swing (ZTS) canopied excavator.**

### Proving the tools

Software solutions will also be on show, and UK's inspHire will be showcasing its inspHire Corporate software, which is said to give rental companies the tools to manage complex processes and workflows with multi-country, multi-currency and multi-lingual functionality. The company will also show developments within its additional product offering including; inspHire Mobile, WebPortal, inspHire CRM, and Route Planning.

All the way from the US, Point of Rental Software will launch its Inspection App at the show. The App works in conjunction with its products, Rental Elite and Rental Expert. It automates the inspection, maintenance, and service processes, while allowing users to manage them via mobile device.

Meanwhile, MCS will launch its latest RM Mobile App, with hopes it will become a depot managers' perfect pocket companion. RM Mobile is a handheld version of the MCS-rm hire management solution which can be used on any mobile device and operating system, enabling depot managers to work on the move without needing to access a laptop or be tied to an office.

showcasing its "fast-selling" X-ECO LED lighting set. It is described as a compact, energy-saving lighting tower with sustainable features built-in as standard. Meanwhile, Morris Site Machinery will exhibit its recently-launched Halo lamp – which it launched at the Showman's Show last October. It will also launch a brand-new model, too – the compact SL80 Pallet light.

Kohler will also be at the show, and it will present a new development from its platform of diesel engines. The KOHLER Flex is the range of solutions for emission control that the company has designed to enable each configuration of the KDI platform to comply with all emissions standards and regulations, worldwide.

The petrol powered EFI 37HP will be on show from Vanguard. The unit has been specifically designed and engineered to deliver durable performance, making it an ideal power source for rugged and hardworking landscape equipment, says the company.

From the accessories and tools sector, Postpullers UK will show its Fence Master product, which it says is proving to be a very popular tool for hire shops, as it saves hours of back-breaking work and removes fence posts with any concrete footing up to 60cm across in less than two-minutes.

There will be a selection of chippers on show from GreenMech. Machines including the Arborist 130 and ArbTrak 150 will be in full flow at the Ricoh Arena. The Arborist 130 is described as a simple-to-use, cost-effective, road-tow chipper designed for quality, performance and economy. It features a generous 970mm x 790mm in-feed hopper which aids bushy brush reduction.

Also, Ground-Guards will exhibit its MaxiTrack ground protection system. MaxiTrack is a strong, heavy-duty ground mat that is lightweight, simple to lay and easy to carry by hand, says Ground-Guards. The mats are made from 100% recycled plastic and are also recyclable at the end of their lifetime.

National Flooring Equipment, from the US, will display its range of floor strippers, shot blasters and dust collectors at the show. One product will be the 550 Adjustable handle walk-behind stripper, said to be perfectly designed for tight or confined spaces. You can also see the newly-launched 3395 8-inch manual shot blaster, which combines stripping, cleaning and profiling into one time-saving step.

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**GreenMech's ArbTrak 150.**



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# Managing fleets successfully

**With more data than ever before circling around machines and rental contracts, software applications have never been more important.**

*IRN scans the market.*

**F**leet sizes are growing, whether in units or information per unit, and it has become almost impossible to manage a vast rental fleet without a mature software product. Real-time operation is a word mooted around the market of late, and many software developers have created such frenzy.

There is "hot news", according to Belgian software company Dagico. Its Vary Rental Software product has new features, including the ability to link with Power BI from Office 365. With this link, rental companies are able to access all their data, on the go.

It also offers document integration, meaning rental companies can integrate daily new automation systems to save time and money. In Vary, the documentation and certificate are sent automatically.

There is also now an Android App for drives, for use of Vary. Real-time information is now essential to how rental companies operate, so this new feature will be of big interest to its customers and potential customers.

Speaking of working on the move, US' Point of Rental now offers Syrinx Workshop, which can be

downloaded on iTunes and Google Play. Syrinx is the company's flagship rental software product, and its Workshop version is its latest invention.

The company believes that its Workshop version will reduce costs and time spent filing, searching and printing, along with providing more control of fleets. Importantly, Workshop will still operate in no-signal areas.

Mark Goodrum, managing director of Point of Rental Software, said, "We're excited to be able to bring the benefits of Syrinx Workshop



**Point of Rental's Syrinx Workshop software ensures rental companies can manage their fleets on the move.**

to a new audience. Our programming team has worked hard to ensure maintenance teams are able to use Workshop's revolutionary features to streamline work and increase efficiency across the entire company, regardless of their mobile device platform."

## Management on the go

Launching live at this year's Executive Hire Show from 7-8 February (see show guide on page 23), will be MCS' latest RM Mobile App. The company says it will become the depot managers' perfect pocket companion.

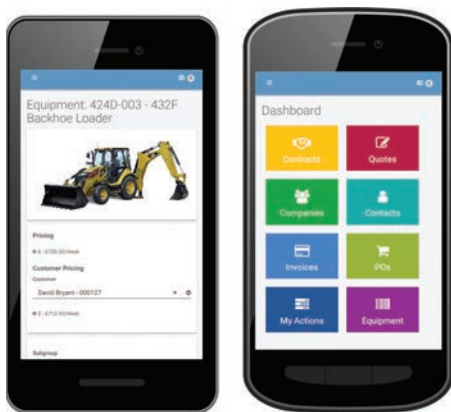
RM Mobile is a handheld version of the MCS-rm Hire Manager Solution that can be used on any mobile device and operating system. This will enable depot managers to work on the move without needing to open a laptop or be tied down to an office.

Users can also access key customer information and perform essential tasks, whether they are in the yard, workshop, warehouse, or out visiting customers, while still retaining a high level of productivity.

Nick Thomson, sales director for MCS, said, "With the increasing need to work on the move, depot managers using RM Mobile have the perfect opportunity to visit customers on site, safe in the knowledge that they can retrieve the customers' history and open quotes, lookup past contracts as well as check current equipment specifications, availability and pricing."

Increased renter engagement, reduced frustration and operational efficiency improvements are said to be the benefits of Wynne Systems' RenterLink product – its latest eCommerce application.

It is described as using an out-of-the-box eCommerce solution, where customers can rent equipment, manage their products, track their shipments and make returns. In fact, all the processes that are engaged when picking up the phone to create a contract, can now be done with a few simple clicks on smartphones, tablets or computers. This mean real-time communication – a common theme – is possible with RenterLink. >



**MCS will launch its RM Mobile App in February.**

## Tanks Direct gets inspHire'd

Canada-based Tanks Direct, a fuel management specialist which offers a tank rental service, has recently implemented inspHire Corporate as its software management solution.

Rob Kiddell, IT manager at Tanks Direct, said, "We needed a system that could not only solve our existing issues, but give us the capability to further expand our business. We knew inspHire Corporate would be the ideal long-term solution we needed".

inspHire Corporate provides rental companies with all the features expected of an up-to-date fleet-management software solution – rental order processing, ERP system functionality, calendar planning and the rest.

As for Tanks Direct, inspHire has a satisfied customer on its hands. Kiddell continued, "Thanks to the Workshop module within inspHire, we're able to easily manage all our shop construction projects and tank maintenance; we can even generate all certification and documentation. This contributes greatly to helping us meet our clients' expectations".

**Tanks Direct implements inspHire Corporate software to manage its fleet.**



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## RENTAL SOFTWARE

Other benefits include browsing inventory and requested quotes, order histories, as well as accessing current orders and repeating orders.

### Product enhancements

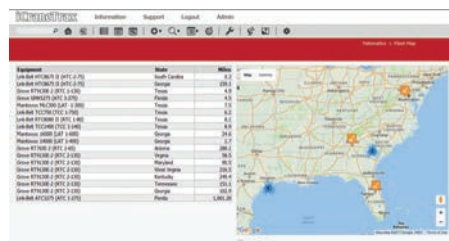
Meanwhile, Netherlands' HiGH Software now offers an improved version of its product DynaRent – a Dynamics 365 for Finance and Operations feature.

Its capabilities include managing a diverse service with graphical overviews and automation, while it adapts to new market trends for both short- and long-term rental scenarios. The feature also enables the user to generate standard and custom rental orders quickly and accurately.

The company has had success with its DynaRent product, too. Jean Du Randt, chief strategy officer for South Africa's Eazi Access, said, "DynaRent has enabled our company to grow our customer base. While still ensuring that we give diverse customers the exact equipment and services they need. It pleases us to take that value with us as we continue to expand."

Successful customer, fleet and financial management is all possible by using Baseplan's ERP Software Solutions product. The Australian software company leverages key technologies to ensure the highest level of competency and professionalism is met with its product.

In terms of fleet management, companies will be able to keep up-to-date with maintenance schedules, keep a track on where equipment is located, integrate operations management software to report on revenue, costs and profit for each item, and quickly and easily record electrical tagging and



**A1A Software has improved its iCraneTrax software features, making maintenance and reporting easier.**



**HiGH Software's new DynaRent features include improved finance and operations, helping to manage all aspects of equipment fleets.**

testing details. The company believes rental firms can become leaner in their operations with this product.

Customer management, such as scheduling meetings, organising contracts, pre-configuring rates and conditions are all possible through ERP Software Solutions, too.

Said to be satisfying customers in over 40 countries across the globe, Sycor's Sycor.Rental product is the company's latest fully-integrated ERP industry solution for the equipment rental market. Its technological foundation is Microsoft Dynamics AX, and it is certified for Microsoft Dynamics 2012 (CfMD).

The software maps the entire rental process chain and supports individual and bulk rentals. It features unique multi-site, multi-currency and multi-lingual capabilities for international deployment, and offers flexible automated billing methods with customer-specific, time and object-dependent prices.

### Three-fold improvements

Finally, there have also been improvements to US-based A1A Software's product, iCraneTrax. The crane rental fleet-specific programme has improved its maintenance, reporting and despatching features. The technology draws data from equipment telematics systems, and generates automated notifications of upcoming maintenance tasks, based on prescribed service intervals and equipment usage.

The company says it now offers telematics GPS units for Link-Belt cranes, a feature it also offers for Manitowoc's CraneStar asset management system. A1A is also in the process of finishing its electronic logging device (ELD) solution, which it will offer for trucking company drivers. **IRN**

## Software insight

UK-based Spartan Solutions has 14 years' experience in rental software offerings, including integration to ERP systems including SAP, Oracle, MS Dynamics, Infor M3 and Wynne RentalMan. One of its biggest global customers is Aggreko.

The company's CEO, Jim Green, puts forward his argument for choosing the correct software, that's right for your business.

He said that, when choosing a mobile software solution for rental, there are three prime options to help make the decision – asking your ERP Vendor, asking your IT department, or asking a mobile software company.

On asking your ERP vendor, Green said, "Software engineers building ERP systems are wired differently from those who build mobile systems. ERP companies aren't great at mobility and customers buy mobile solutions from them because they think it will somehow be easier – it won't."

"ERP vendors can't help trying to build mini-mobile versions of what already exists in their ERP systems. You'll likely end up with a nightmare, 'your ERP on a mobile'."

On asking your IT department, Green suggests that IT staff love to build mobile Apps because they are "sexy", but says they don't have the same skills as software designers. He says they would be capable of building the App, but the financial and time burden on the company could be avoided.

As for asking a mobile software company, Green said, "Sensible option, but don't be seduced by big company claims. You might find their 'A' team selling it but their 'Z' team delivering it."

"Take my advice, question everything, take nothing for granted and always get evidence."



**Jim Green, CEO, Spartan Solutions.**



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# Rental awareness

**Amid a growing rental presence in the Turkish construction equipment market, key speakers will provide best-practice advice at the first-ever Rental Turkey Conference.**

**T**he aim is simple: to build a world-class rental industry in Turkey.

Yes, equipment rental has an important role to play in Turkey by supporting its construction industry and assisting in the country's industrial development.

And, taking place for the first-ever time, Rental Turkey will bring together international experts and senior figures from Turkey's rental industry to provide best-practice advice on how to develop professional rental companies, and how to maximise the growth potential of the industry.

The date is 28 March, at Istanbul Marriott Hotel Asia, and six speakers have been confirmed at the event, with each one taking a different view of the rental industry.



## Rental Turkey Conference

**WHEN?**  
28 March, 2018

**VENUE?**  
Istanbul Marriott Hotel Asia

[www.khl.com/rt](http://www.khl.com/rt)

The conference is being organised by *IRN* in partnership with Turkish-based publisher APA Publishing and trade associations ISDER/IMDER, the main Turkish bodies for rental and construction equipment. The event also has the support of IPAF and the European Rental Association (ERA).

The March issue of *IRN* will include a full programme of the conference, along with details on how to get there. Delegate rates are €65/US\$80/£60 and you can book your seat online at [www.khl.com/rt](http://www.khl.com/rt)

**IRN**

## Rental TURKEY

MARCH 28, 2018

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## Speakers and topics

**KEVIN APPLETON**, senior executive & rental consultant: *Lessons we've learned so that you don't have to.*

**CLOTILDE JOUETTE**, business strategy and marketing manager, Avesco Rent: *Digital strategies for rental businesses.*

**GUY VAN DER KNAPP**, CEO, MCS: *Using IT to improve rental management.*

**DINO LEISTENSCHNEIDER**, executive vice president, Sourcing and Fleet Management, Ramirent: *Topic to be confirmed.*

**ALEXANDRE SAUBOT**, chief operating officer, Haulotte: *Characteristics of successful rental companies.*

**CHRIS SLEIGHT**, managing director, Off-Highway Research: *Construction equipment trends.*

**OLAF STERKENBURG**, group commercial director, Riwal: *Delivering the best customer experience: a commercial perspective.*

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# Surging innovation

**From small construction sites, to powering the 2018 European Championships, generators continue to power the industry. IRN discovers the latest products on the market.**

**S**imple but crucial, gensets are the heartbeat of a construction site. They are a solid rental product which manufacturers are improving all the time, not least because of ever-changing engine emissions regulations.

The XQP60 mobile diesel generator is the latest genset product on the market from Caterpillar. The model produces an output of 60kVA and can be powered by an EU Stage IIIA engine in non-regulated countries.

The XQP60 will complement the current Caterpillar XQE mobile offering from 20kVA to 30kVA and add to the XQP100, says the US manufacturer.

A recent technological launch by Cat is also equipped within the product. That is of course the sophisticated Cat Connect platform, which allows rental companies to remotely monitor all assets through easy-to-use analysis tools, such as evaluating run hours and fuel consumption to keep use consistent across the fleet and better manage

**Europower Generators' new EPSR20TDE genset produces a 20kVA output.**



**Atlas Copco's QIS 1015 model boasts a 25% smaller footprint than comparable models on the market.**



maintenance overhaul intervals. Such information will improve the control of costs, performance and reduce risks for rental companies and end-users.

Caterpillar does have another new rental genset product in the firing line this year – the XQP1100 – which will offer Brake Specific Fuel Consumption (BSFC) for a reduced environmental impact. The company is yet to release the product into the market, but says its launch is imminent.

## Five new models

There are five new genset models added to the existing QIS range from Atlas Copco, which range from 875-1,420kVA. The new models are said to offer low noise levels and modular capabilities, with 30% more interior space available for expansions or the inclusion of extra communication modules, compared to the other models in the range.

The new QIS models deliver fuel consumption savings of 5% on average, compared to its previous models, are up to four-times quieter. Atlas Copco also says that they have a 25% smaller footprint than comparable models on the market.

All of the generators in the QIS range feature premium engines with high load acceptance, in addition to an IP23 alternator with auxiliary winding that withstands 300% overcurrent during the first 20 seconds.

Julio Tome, product marketing manager – Large Generators, for Atlas Copco's Portable Energy division, said, "The latest additions to the QIS range offer a no compromise solution to noise. We have tested and certified a 1MW generator at a noise level of 70dB at 15m distance, which means they are suitable even for use in residential areas."

Reduced noise level is the ambition for Europower >

## Championship power from Aggreko

UK temporary power provider Aggreko has announced it will power the Glasgow 2018 European Championships.

The company will provide both temporary and continuous power during the Championships' competition and non-competition venues in August.

The contract will see Aggreko provide around 60 generators supplying more than 10MVA, distributed through more than 240 panels and 26km of cable. The power will help to deliver 84 sessions of sport, including open water swimming at Loch Lomond and mountain biking at Cathkin Braes.

The European Championships will take place from 2-12 August this year.

**Aggreko will power the Glasgow 2018 European Championships.**





**JCB's new RS diesel generators include LiveLink for Power, meaning rental companies can monitor and manage the products.**

Generators, the Belgian manufacturer, with the launch of two new super-silenced models, known as the EPSR20TDE and EPSR44TDE.

Differing in output, the EPSR20TDE produces 20kVA, while the EPSR44TDE produces 44kVA – the clue is in the name. Both models are powered by a Kubota engine and can be equipped with optional features on request. The smaller model has a 372 litre fuel tank, while the larger model includes a 732 litre fuel tank.

Europower says the bundled fuel tanks are a robust answer to work in extraordinary circumstances, which incorporates a high level of environmental safety. One of the optional features of the gensets is the Murphy oil level maintainer. This option is said to guarantee a correct oil level and therefore offers a higher level of serviceability.

### New range

Also meeting the needs of customers in the rental sector is JCB Power Products, which has launched its first four RS diesel generators recently.

With an in-house engine production, the models are of course powered by its very own DieselMax engine, while they also use high-quality industry-recognised components, all fitted within in a robust sound-attenuated canopy.

A key feature for rental companies is the inclusion of JCB's standard LiveLink for Power, which ensures firms can monitor and manage an entire fleet of models with one simple system.

The first four RS-branded generators from JCB Power Products will offer outputs of 60, 80, 100 and 125kVA, said to be the most popular power nodes for rental machines. The generator design has even been future-proofed, to accept engines up to Stage V emissions standards in years to come.

Doosan Portable Power has launched the G20IIIA generator, which provides a prime power output of 19kVA and is driven by a Yanmar 4TNV88 19kW diesel engine, which meets EU Stage IIIA regulations for gensets.

The model is an upgrade on its G40-IIIA to G200-IIIA platforms launched previously, sharing a similar design, and offers fuel tank configuration autonomy of at least 47 hours at 75% of the load. It is also safe and easy to access operation and



**Himoinsa's new Santa Fe, Argentina factory will produce an extra 3,000 generator sets per year, sized between 8kVA and 175kVA.**

## New location for Himoinsa

Spain-headquartered manufacturer Himoinsa has opened a new 12,000m<sup>2</sup> factory in Santa Fe, Argentina, boosting its South American operations.

The company, which manufactures generators and lighting towers with factories across the world, can now produce an extra 3,000 generator sets between 8kVA and 175kVA per year. The generators will be wholly manufactured in Argentina and sold both there and in Chile, Uruguay, Paraguay and Bolivia.

Himoinsa's new factory is said to be equipped with the latest technology, and its components include Cramaco alternators, canopies, control panels, automatic transfer switches and parallel operating systems. Himoinsa has fully integrated the manufacturing of alternators with a frequency of 50Hz or 60Hz ever since it purchased Cramaco in 2004.

Rafael Acosta, business unit director, Americas, said, "We have completed the vertical manufacture of generator sets in Argentina.

"We are now able to offer the same quality for which our manufacturing process is renowned throughout the world, with a more flexible local service adapted to the idiosyncrasies of the markets in Argentina, Chile, Bolivia, Paraguay and Uruguay."

Himoinsa's Argentina operations employs some 120 people in the region.

maintenance areas, says Doosan, which was a priority when designing the G20IIIA.

Adding to the ease-of-maintenance push, another user-friendly feature is the electrical control and power compartment, designed to meet the highest safety, reliability and flexibility requirements. All the control functions are grouped together on the 4510 Deep Sea Electronics simple-to-use operator control panel, too.

### Forward-thinking

Preparing for 2019, adhering to Stage V emissions regulations, Kohler-SDMO's diesel 6000 E Silence genset model is primed for such change. The

company's domestic generators, which range from 0.9 to 15kVA, will make the grade.

The French manufacturer also boasts the Rental Power Compact genset range, which will also be Stage V-compliant by 2019, with the Stage IIIA models remaining available until the end of 2021. Kohler says the range of gensets combine compactness, strength, modularity, ease-of-use and high performance.

The Rental Power Compact range includes five models – the R16CC, R16RC, R22C3, R22RC and R20URC – and vary in output from 16 to 28kVA.

Finally, there are more models available from UK manufacturer Morris Site Machinery. The company has launched a 20kVA model into its EVENTA range, which is said to be super silent. This is made by Denyo, along with the company's RENTA range.

Its Denyo diesel generators range from 6 to 100kVA and have highly efficient diesel engines, reducing fuel consumption, and offer up to 26 hours of uninterrupted operation, says Morris.

Noise reduction is a priority on its Denyo-branded range of gensets, according to Morris' sales director Richard Denholm, "We understand the need for reliable, economical generators which don't compromise on power but keep noise to a minimum. The generators we supply are some of the quietest on the market." **IRN**

**Doosan's new G20IIIA generator provides a prime power output of 19kVA.**





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# Building trust

**IRN managing editor Murray Pollok visited the Warsaw headquarters of Polish rental company Atut Rental, and spoke to Małgorzata Felicka, one of the company's co-founders.**

**M**ałgorzata Felicka and her partner John Monaghan, co-founders and owners of Atut Rental in Poland, are finally enjoying some of the fruits of their labour.

Having established the business together in 1990 (after meeting at the Poznan Fair) and building one of the biggest, most respected rental operations in the country, they have handed over day-to-day management to the next generation, with Mrs Felicka's son, Maciej Waksmundzki, now the president and CEO. Other senior roles are now taken by long-serving employees, while another family member, Piotr Felicki, is also working at the business.

The founding duo deserve a rest, because it took sustained dedication – and no little business acumen – to overcome the resistance they faced at the beginning. As Mrs Felicka recalled at the recent Europlatform conference in Warsaw, the appearance of Atut in 1990 caused “deep disbelief” among building companies, “At that time nearly all were state-owned and the tools and machines were exchanged on the basis of friendship and favour and not on a commercial basis. Therefore ‘rental’, for money, was not really appreciated.” She added that back then concepts such as profits or costs were unfamiliar to managers.

That has all changed now, of course, and in the intervening years Atut has become part of the rental establishment in Poland, with 19 depots throughout



Atut Rental's new head office in Warsaw, Poland. The company also opened three new locations in 2017.

**All of Atut's rental depots have workshops with three or four mechanics.**

the country, including four in Warsaw alone. Three new locations were opened last year, at Koszalin (in the North of the country), Białystok (the East) and in December in Rzeszów (South).

## Clear vision

Part of its success has been down to having a very clear vision on how it operates. Unusually for a general rental company in Poland, Atut does not stock any aerial platforms, considering it to be capital intensive and highly competitive: aereals are key products for many rental companies in Poland, including CityRent, Riwal, Mateco, Gizo, BAC, Boels, Cramo, GAM, Kiloutou and Ramirent.

Instead they have focused on smaller tools and equipment, with no earthmoving machines over 3.5 tonnes and the focus on self-drive, non-operated

rentals. Each depot will have between eight to 15 staff and a workshop with three or four mechanics. That's partly to allow depots to operate autonomously because they are often isolated, and partly because the philosophy is to be in control of maintenance of repair in order to maximise fleet availability.

Atut also has a sales operation, which represents around 20% of revenues and includes brands such as Bobcat, Brendon Powerwashers, Bomag and Contec.

According to Ms Felicka, the other factors in the company's longevity has been good luck and trust. “The most important thing has been luck. You can call it also good timing”, she said, “This thing which you cannot study or predict, but it happens if you are lucky.

“The second factor is honesty. Honesty towards employees, customers and the tax office! That has given us clear heads to think about business and not worry about other matters. Third is the partnership between John Monaghan, who brought a valuable know-how of machines and the industry and the business practices of an advanced economy, and myself, who brought some organisational skills and local knowledge of people and regulations.” Mr Monaghan is from Scotland and met Mrs Felicka while working with MacDonald Air Products, the UK manufacturer of breakers, demolition tools, scabblers and other hand-held equipment.

If Atut benefitted from a timely combination of expertise, local knowledge and opportunity, it has also helped play a key role in professionalising Poland's rental sector. This culminated in 2016 when the company was one of the founding



**Małgorzata Felicka who co-founded Atut Rental in 1990 with John Monaghan. Her son, Maciej Waksmundzki, is now the company president.**

“ The PRA is striving to build something very precious, which is trust. It is in fact trust that enables people and business to co-operate for the sake of mutual benefit. Trust is also the core concept of rental. ”

**MAŁGORZATA FELICKAM**





The company specialises in small tools and equipment. Earthmoving machinery goes up to 3.5 tonnes.

members of the Polish Rental Association (PRA), of which Mrs Felicka is now president. The association has 14 members who together represent around 40% of the total market.

### Significance

In her address at Europlatform, Mrs Felicka explained the significance of the association, "The PRA is striving to build something very precious, which is trust. It is in fact trust that enables people and business to co-operate for the sake of mutual benefit. Trust is also the core concept of rental. It is also recognised that a low level of trust has been the most significant obstacle – apart from the lack of local capital – to the growth of the Polish economy. There are historical reasons which caused it and in the PRA we are trying to actively counteract them."

The existence of the association reflects the growing maturity of the market, with many of Europe's big name rental businesses now operating in the country. Despite that, Poland cannot yet be considered fully mature.

"We have all the big players here and they do

business in the same way as elsewhere", said Mrs Felicka, "I think that the only difference now is that you do not have big branches so close to each other as, let's say, in France, because there is not enough business. Therefore the challenges concerning the delivery or servicing of machines are specific [to Poland]."

She often comes back to the concept of trust, and its importance in Poland. And that leads her to issue some words of caution to those who may be considering a move to Poland, "There is a temptation all over the world to think that a less developed market is a place for making quick money and an outlet to distribute inferior, outdated or overused equipment and low quality service.

"I think that anybody who is tempted in this way should be warned. Eventually it will be revealed that actions presented on the surface as help, were in fact attempts to take advantage of a weaker partner."

She added that this, in turn, would cause loss of trust which is very hard to restore.

### Market conditions

The Polish economy took a drop a few years back, but is improving now, says Atut's Małgorzata Felicka; "Yes, I am definitely optimistic. This year [2017] shows that the money from the EU is being spent furiously, after the delay caused by the political uncertainty which took place in 2016.

"I think that this level of building of roads, power stations, infrastructure, industrial buildings, offices and houses will continue until 2020. But I also think that after this date there will be a lot of smaller jobs around the country carried out. So I am also optimistic for the long term."

As warnings go it is a gentle one, but shows that while Mrs Felicka may no longer be found at the Atut head office every day, she remains fully engaged in the business.

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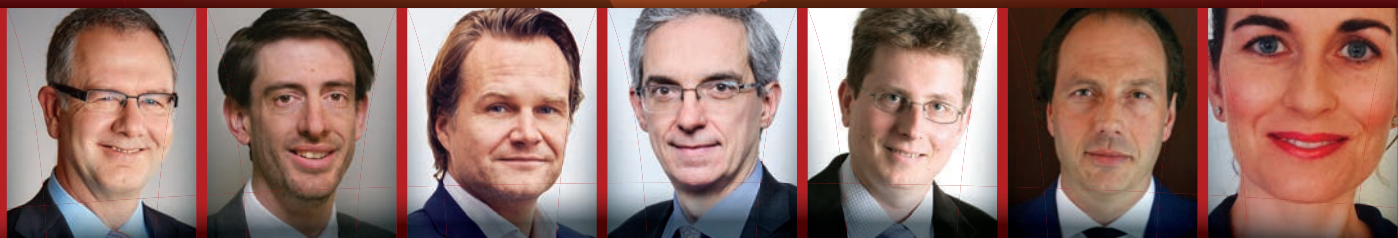
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Both models have been engineered for efficiency,

meeting the latest emission regulations. They are powered by a Tier 4 Final engine, with a diesel oxidation catalyst (DOC), which eliminates the need for regeneration of additives.

The models' fully-automatic hydrostatic drive has two speed settings, with the ability to reach maximum speeds of 30km/h. To increase traction and stability on rough terrains, the L20H and L25H feature an articulated oscillating joint, as well as operator-activated 100% differential locks on both axels.

Volvo CE says its new H-Series models offer

all-round visibility and boast minimal noise and vibrations levels, making it comfortable to operate.

To minimize downtime, the models are built using the Volvo components, which it claims are best-in-class. Maintenance points are located at ground level, which ensures daily service checks are quick and easy.

Both the L20H and L25H will be launched in Sweden, Finland, Denmark, Norway, Germany, Austria and the Netherlands. The predecessor models – the L20F and L25F – will still be available in all EMEA markets. **IRN**

## Makita has the tools

UK manufacturer Makita has added two new SDS+ rotary hammer drills to its ever-expanding range of cordless tools.

The HR140D further extends the increasingly popular 10.8v cordless range of Makita tools, says the company. This new 14mm CXT machine generates 1 joule of impact energy and up to 4,900ipm (inches per minute) – it weighs 2.6kg.

The model will run up to 850rpm, with the option of two different modes – one for pure drilling, and one with hammer assistance for heavy duty drilling into masonry. It has the capacity to punch a 14mm hole into concrete, 10mm into steel and 13mm into timber.

Meanwhile, the company has also launched the DHR171 model, with a brushless motor which will run the drill up to 680rpm, with 1.2 joules of energy with up to 4,800ipm. It will punch a 17mm hole into concrete, 10mm into steel and 13mm into wood.

Both models share advanced Makita features including electric brake, variable speed trigger and constant speed control.



**Makita's new HR140D rotary hammer drill.**

**Volvo's L20H compact wheeled loader has a bucket capacity of 0.7m³.**



## Hitachi adds mid-size loader

**A** new mid-size wheeled loader has been launched by Hitachi, and is described as an evolution of the previous generation model and a result of ongoing research of the European market.

Hitachi's development team is said to have fine-tuned the new ZW150-6 to satisfy the needs of operators, with their demands for greater versatility without compromising on performance, and their concerns for safety and comfort.

The ZW150-6 is powered by a new Stage IV-compliant engine for the same levels productivity as the ZW150-5, but with reduced fuel consumption and running costs.

Hitachi claimed that fuel consumption was reduced by 19% in travelling operations and by 6% in V-shaped loading.

It added that the new model offered the best all-round visibility and was one of the quietest machines in its class.

The ZW150-6 has three types of lift arm – standard, high lift and parallel. The parallel lift arm is designed to ensure effective handling with less tilting variation of the attachment.

When working in snowy, slippery or muddy conditions, the ZW150-6's traction control system is designed to help avoid tyre slippage, and ultimately prevents wear and fuel wastage, and lowers running costs.

Another contributing factor to the versatility of the ZW150-6 is said to be the hydrostatic transmission. Consisting of one pump and two motors, it enables very precise movements at low speeds, says Hitachi, and brings additional benefits of increased productivity and efficiency. **IRN**

**The ZW150-6 claims good all-round visibility**



# IT priorities?

**A new survey into the IT strategies of construction equipment businesses – rental companies, distributors and OEMs – reveals some interesting findings, as Murray Pollok reports.**

**R**ental companies and others in the construction equipment supply chain are facing many challenges, but perhaps among the hardest are, first, adapting to the new digital business environment, and second, effectively harnessing the latest IT technologies such as telematics, the Internet of Things (IoT) and Augmented Reality (AR).

In November, the enterprise software specialist Infor, in cooperation with KHL Group and IRN magazine, carried out a survey to find out how businesses are managing these challenges. More than 100 businesses worldwide completed the survey and a White Paper summarising and analysing the results has been published (and is free to download – see details on these pages).

So what does the survey tell us?

## Do you have a strategy?

The responses show a construction industry that is at least trying to grapple with the challenge, with 43% of all respondents indicating that their company has a comprehensive strategy.

However, rental companies and equipment dealers/distributors are significantly less likely than OEMs to have a comprehensive strategy – 56%

of OEMs say they do compared to 37% of rental companies and 39% of dealers.

The proportion of businesses that have a general digital strategy, but falling short of comprehensive, hovers around 28-35%, with no great differences between types of company.

Put these two results together and you have between 70 and 80% of companies with general or comprehensive strategies, which doesn't seem so bad. Put that another way and you have almost 30% of companies with no strategy or only what is absolutely needed.

## Primary goals for IT investment?

When offered the choice to prioritise two out of six options for technology investment, there was a very clear winner: increase operational efficiencies. Almost three-quarters of the respondents chose this as one of their two priorities, with 81% of rental companies citing this option – a clear reflection of the service and logistical focus of rental businesses.

Is reducing errors in data collection an important focus? It seems not. Overall, less than 20% identified it as one of the top two issues, and it was chosen by just 11% of dealers/distributors and 16% of OEMs and rental companies. It is interesting, however, that almost twice as many mid-managers and local branch staff viewed this as a priority – 21% – compared to the 12% of senior executives, directors and company owners.

Technology investment as a means of boosting profitability was, not surprisingly, rated second equal alongside enhancing customer experience. Profitability as a goal was seen by 45% of rental



companies as a key issue and by 39% and 36% of distributors and OEMs, respectively.

## Real-time visibility

The main challenge in achieving real-time visibility of operations was the lack of integration across multiple IT systems, which was cited by 34% of companies. However, there were significant differences between company sizes and types. For rental companies it was lack of time and/or resources that was the key factor, cited by 38%, while for dealers it was the accuracy and timeliness of data collection that was the biggest challenge (41%).

Companies were only able to tick one option on this question, and it is striking that lack of system integration was a far more likely challenge than the use of disparate systems. It seems that the problem isn't about 'rogue' depots or subsidiaries using different types of software, but more about integrating the common systems used across an organisation.

The findings highlight a kind of fault line between the three types of players – distributors, rental companies and OEMs – but overall it is clear that all three challenges – time, data, integration – are

## About the survey

During November 2017 enterprise software company Infor and KHL Group carried out market research with a wide variety of construction industry-related companies, including rental companies, manufacturers and dealers/distributors.

The survey asked businesses about the main operational challenges they were facing; their approach to investment in information technology (IT); and their views on emerging IT solutions, including equipment tracking systems, the Internet of Things (IoT) and augmented reality (AR).

The full results and analysis can be found in the White Paper, Business transformation: operational challenges and IT solutions in the construction equipment market, which can be downloaded for free at <https://www.khl.com/download?ac=135369>



## What approach does your company take on digital or technology strategy?





significant, whether large or small; rental, dealer or OEM.

### Managing service operations

There were two clear favourites among the eight technology options for managing service operations, Customer Relationship Management (CRM) systems, which were ticked by 47% of all respondents, closely followed by internally created spreadsheets, chosen by 44%.

It is no surprise that CRM and spreadsheet systems feature so heavily in the survey – both are ubiquitous in modern day business and are readily available to be ‘repurposed’ for managing service operations.

The numbers still using paper records, around a quarter, is quite striking and remains pretty consistent between different company types.

Rental companies were the biggest users of Computerised Maintenance Management Systems (CMMS) and automated service schedule generated by scheduling systems, although they are not widely used generally.

### Key applications for telematics?

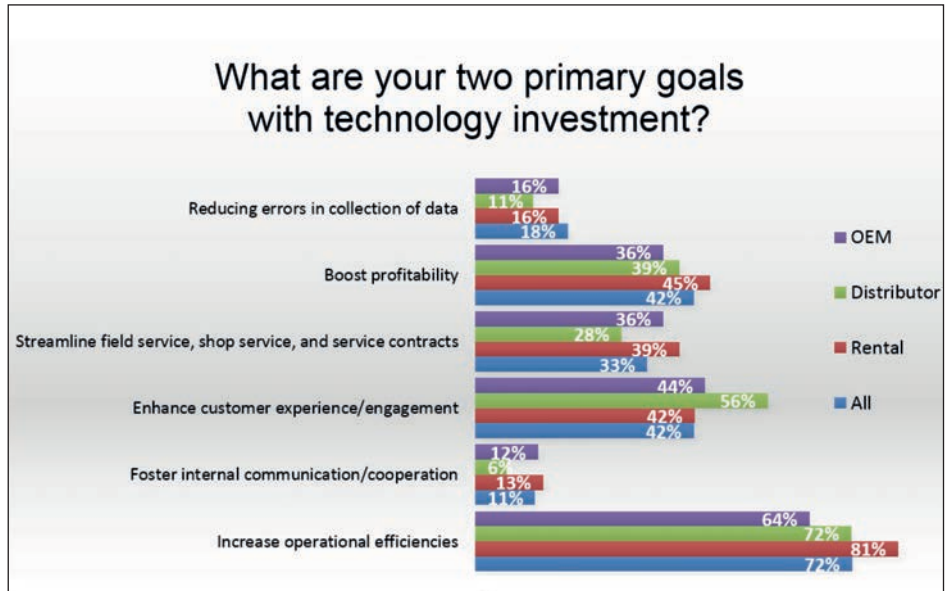
Tracking the use of machines on site is the most important application for tracking/telematics technology among all the respondents, regardless of size or type. Its popularity as an application was clear among rental companies, cited by 86%.

Tracking and scheduling of field service was the next most popular use of telematics – particularly for OEMs – while and billing accuracy (which could be seen as a sub-category of ‘tracking the use of machines’) was also a popular application, most of all with rental companies.

One of the most cited reasons for investing in telematics technology has been theft prevention, but in this survey it proves to be only the fourth most highly rated application overall, and for rental companies was rated fifth of the six options.

### Internet of Things (IoT)

IoT technology implies a much greater degree of data collection and analysis, through the detailed tracking of the use, performance and location of equipment over long periods. As such, it raises possibilities of smart maintenance schedules, reducing lifetime ownership costs, extending the economic life of machines, and other applications



such as new pricing models based on actual machine use.

There was a clear favourite application for IoT technology, true of all types of companies, and that was for smart scheduling of equipment maintenance and repair (predictive maintenance).

Reducing the lifetime cost of ownership was seen as a use for IoT technology by 59% of respondents, and larger companies were much more likely to hold this view.

You might think that rental companies would be keen on using IoT to extend the working life of their equipment, but in fact it is the OEMs who are most alive to this possibility, with 71% citing it.

Distributors and OEMs are most keen on using IoT to create pricing models based on machine use data. It might be that rental companies fear the scenario of low-use of equipment on sites leading to lower rental charges.

Potential applications are one thing, but what about actual use of data generated by IoT technology and telematics systems? It turns out that just 36% of respondents said they were using this data in their operations, while 58% said they were not, which is a very high proportion.

Rental companies, who as asset managers you might think had most to gain for using such technology, are actually considerable less likely to

be using data – less than a quarter said they were, compared to more than 50% of both OEM and distributor respondents.

### Augmented Reality (AR)

All the respondents seems less than sure about whether augmented reality (AR) will play an important role in their business in the future, with just 45% saying it would be important or very important.

The two most popular perceived applications for AR are internal training of staff for machine operation and maintenance (54% highlighted this) and as a tool for service technicians (also 54%). Closely behind, at 51%, was the using AR as a sales tool, followed by external training of machine operators, which was cited by 45% of all respondents.

Rental companies clearly see AR primarily as an aid for training internal staff on equipment use and maintenance, as well as a working tool for service technicians.

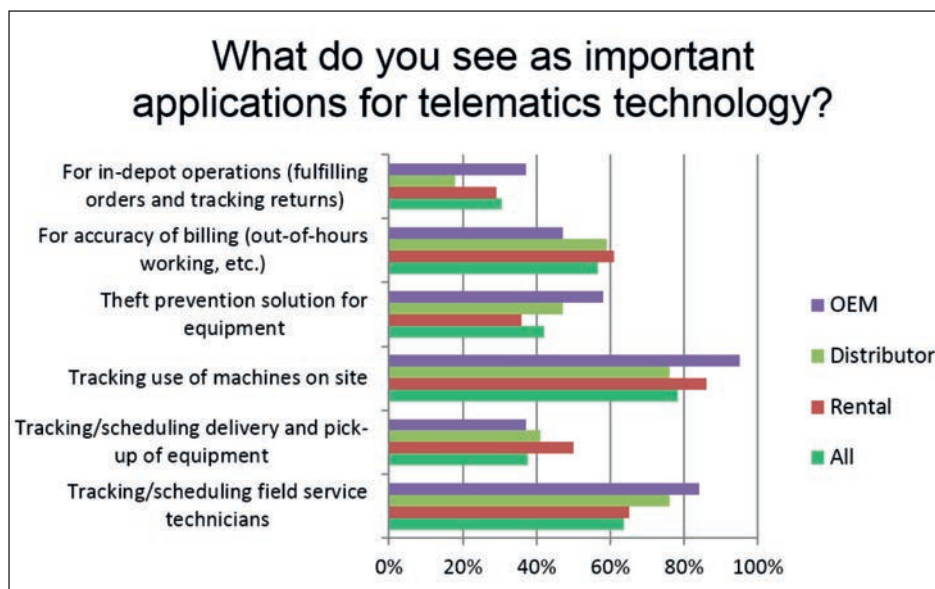
### Conclusions

It would seem, on the basis of this survey, that companies in the construction equipment sector could be more innovative or adventurous when it comes to IT. Less than half of all respondents have a comprehensive IT or digital strategy, and as many as 30% have no IT strategy at all or only invest when absolutely necessary.

Likewise, when it comes to new technologies such as the Internet of Things (IoT) and Augmented Reality (AR), construction equipment businesses do not appear to be at the vanguard of their adoption.

That may point to a lagging trend in the sector, but a more positive view is the scale of the opportunity for rental companies and others to improve their operations through the use of IT.

IRN



**The White Paper**

Download the White Paper  
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# Cautious optimism for 2018

IRN's **sister magazine** *International Cranes and Specialized Transport* has just released the results of its annual worldwide rental confidence survey. Here is a summary of its key findings.

**A** little under half (43%) of respondents in this year's crane rental confidence survey said that business conditions in their area of the crane rental market were improving. These responses were primarily from the Middle East, with the remaining respondents around the world divided between stable (35%) and deteriorating (22%). One respondent from India commented, "The market has been poor since 2016 but is now improving, albeit at a very slow rate."

With regards to business activity, almost half (48%) of respondents said business activity remained stable in 2017 compared to the previous year. Many of these replies came from the Asia Pacific region, while 30% said business had improved – particularly in the Middle East. Just 22% reported that business had deteriorated, with the focus for this being centred around South Asian markets.

Interestingly, 48% also said that they thought business levels would improve in 2018, particularly in the Middle East, while 35% of those surveyed believed business levels would remain stable. This left just 17% predicting a decline, particularly around South Asia.

Optimism is tempered by caution, however, with 48% of respondents planning to keep capital expenditure on their fleet the same in 2018.

This left 39% of responses claiming they would increase the level of capital expenditure on their fleet in 2018, with the majority of them being in the Middle East. Just 13%, primarily from South Asia, said they would spend less on their fleet in 2018.

Related to this, the majority of respondents (70%) are playing it safe in terms of company expansion, saying they planned to keep the number of employees they have the same in 2018.

This was particularly apparent in companies

based in the Asia Pacific region. This left 22% of respondents, mainly from the Middle East, saying they were looking to increase their number of employees. Just 9%, mostly from South Asia, said they were planning to reduce their number of employees.

The apparent positivity from the Middle East is not unanimous, though. One respondent pointed out that it depends in which part of the Middle East you are operating, "Countries such as Kuwait, Bahrain, Oman and Qatar are booming thanks to the influence of the booming petrochemical and power (combined cycle power plant and wind power) sectors, along with civil engineering projects (including the construction of stadiums, airports and metro systems) and the offshore sector where there is demand for upending jackets. This is generating work for a range of mobile cranes ranging from 50 tonne capacity to 3,600 tonnes. On the other hand, in Saudi Arabia, the reduction in government expenditure is having an effect. Therefore, pricing has to be determined and tailored to the specific region. It also depends on the local availability of equipment in each local market."

## Rental rate review

50% of respondents reported rental rates for mobile cranes with a 50 tonne capacity remained the same over the last 12 months, while 22% of respondents reported higher rates. 28% reported lower rates.

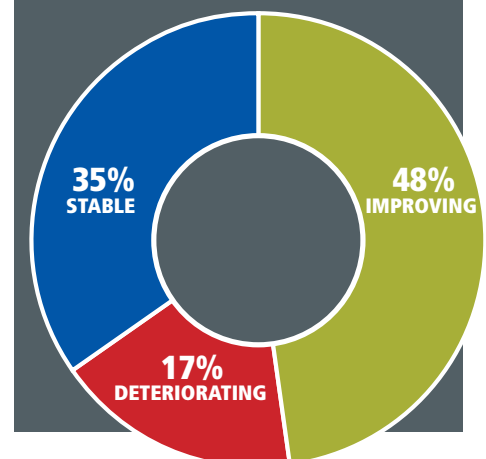
For 100 tonne capacity wheeled mobile cranes, 53% of respondents said rental rates remained the same over the last 12 months. 29% of respondents said their rental rates were lower. And 18% said they had charged more.

In the 150 tonne capacity wheeled mobile crane category, half of respondents said rental rates remained the same over the last 12 months, with the remaining split between 19% saying rates were higher and 31% saying they were lower.

In the crawler crane sector, ICST surveyed the 70 and 150 tonne capacity categories. Here 55% of respondents said they charged less for both capacity crawlers over the last 12 months. This leaves 36% and 9% saying that they charged the same or more respectively, for both capacity levels.

Moving to tower cranes, in the 100 tonne-metre class of cranes none of the respondents reported

What are your expectations for business levels in 2018 compared to 2017?



they had raised rates over the last 12 months. As such, 71% reported that rates had remained the same for 100 tonne-metre tower cranes, while just 29% said they had reduced rates over the last 12 months.

## Rental rate forecast

Looking ahead over the next 12 months, in the 50 tonne wheeled mobile crane category 41% of respondents said they planned to charge higher rental rates. However, the majority of companies (47%) renting this class of crane said their rates would remain the same. This left just 12% who said they planned to reduce rental rates.

For the 100 tonne capacity wheeled mobile crane class, there are similar figures, with 37.5% saying they would increase rates, 12.5% saying they would reduce rates and 50% stating rates would remain the same.

In the 150 tonne wheeled mobile crane class, figures are again similar with 40% reporting they planned to charge more, 47% saying rates would remain the same and 13% saying they planned to reduce rental rates.

For both 70 tonne and 150 tonne capacity crawler crane categories, 56% of respondents said they forecast their rates to remain the same, with the remaining responses split between 33% saying they would be higher and 11% saying they would be lower for both categories of crawler crane.

Moving on the forecast rates for tower cranes, the majority of respondents (68%) said they planned to keep rates the same for 100 tonne-metre towers.

Remaining responses were split equally, with between 16% of respondents saying rates would be higher and the same number saying they would be lower.

In the 300 tonne-metre tower crane class, 44% of respondents said they planned to charge the same with, again, an equal split in replies between higher and lower at 28%.

IRN

## The full survey



The full in-depth findings of the rental confidence survey can be found in the January issue of *International Cranes and Specialized Transport* – available in print or for download at: [www.khl.com](http://www.khl.com)



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# Tomorrow's customers theme for Convention

**The theme for the 2018 ERA Convention has been decided, with an estimated 300 delegates set to attend.**



The theme for the 2018 European Rental Association's (ERA) Convention will be 'Tomorrow's customers'. The Convention takes place in Vienna, Austria, from 23-24 May.

As in previous years, we expect around 300 delegates to attend, made up of Europe's rental industry leaders, representatives of national rental associations and suppliers to the industry. The Convention is now recognised as the headline European rental event.

The general outline of the event, along with some additional information, can be found at the website [www.erarental.org](http://www.erarental.org)

During the plenary session, the key focus will be on the customers within the rental market, and how they overcome, and adapt to, changes they are facing. The plenary session will also include a detailed report on the European rental market.

There will be a workshop on the second day of the Convention, ran by the promotion, technical and sustainability committees, as well as the future group.

ERA is pleased to announce that Viktor Mayer-Schönberger, expert of Big Data and professor of internet governance at Oxford University, in the UK,

will conclude the Convention.

This Convention will, again, be moderated by Nadine Dereza.

## Exhibition and Sponsorship Opportunities

This year, a table-top exhibition has been organised, taking place in a favourable area which will ensure the everyone can take part. There are also different opportunities to sponsor the European Rental Awards dinner, as well as the whole Convention, and its programme.

For more information on sponsorship and exhibition opportunities, prices and orders, please visit <http://erarental.org/en/events/convention/era-convention-2018>

## European Rental Awards

Jointly organised by IRN and the ERA, we urge companies to enter the European Rental Awards.

The deadline for entries is Friday 16 February, 2018.

There will be seven categories this year, which are as follows:

- Large Rental Company of the Year (>€15m revenues)
- Small/Medium Sized Rental Company of the Year (<€15m revenues)
- Rental Product of the Year
- ERA Technical Committee Award
- ERA Sustainability Committee Award
- Rental Person of the Year
- Lifetime Achievement Award

Entry forms are now available to download, as well as award guidelines, at [www.khl.com/rentalawards](http://www.khl.com/rentalawards) and on the ERA's website [www.erarental.org](http://www.erarental.org) **IRN**



## ERA partners with Comexposium and DLR for this year's Interimat

The ERA and rental association DLR will take part in the Comexposium conference at Interimat, Paris this year, set to held on 26 April, from 10.30-12.30. The conference will comprise a roundtable, with the theme 'Equipment rental in 10 years'.

The conference will address the equipment used in the construction industry, and review how the rental sector is changing. For this, it will draw on examples from different countries.

There will also be an overview of the issues relating to construction sector changes that affect equipment rental. It will also look at the major factors set to drive changes in the rental business over the next 10 years, and how each country is preparing for it.

The conference will address:

- The equipment used in the construction industry and how the rental sector is changing, drawing on examples from different countries;
- An overview of construction sector change-related issues affecting equipment rental in these countries;
- The major factors that will drive change in the rental business over the next 10 years, and how each country is preparing for it.

During the afternoon, there will be individual meetings held between exhibitors and rental representatives.

Also taking advantage of Interimat, the technical committee will organise another round of face-to-face meetings on 25 and 26 April. The objectives of the meetings are to achieve good results from concrete manufacturers' actions, which have been clearly communicated to the rental industry, as well as to speed up the development towards rental adapted equipment.

**COMEXPOSIUM**



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#### Secretary General:

[secretariatgeneral@erarental.org](mailto:secretariatgeneral@erarental.org)



# Metric trends

## Rouse Services reports on the latest metrics for construction equipment value trends and US auction rates

**A**fter reaching the second-lowest point in terms of volume in October, November and December saw a bounce back with large increases and year-on-year improvements. There was also a steady and dramatic increase in units sold at auction – 2,400 units sold in October, 4,000 units sold in November, and 5,900 units sold in December.

The December totals represented a combined FLV (as of November 30<sup>th</sup>) of US\$137.1 million (€112 million) and generated US\$137.2 million (€112 million) of gross auction proceeds. Categories of

equipment prevalent in general rental fleets – for example, small- and mid-sized earthmoving and aerial equipment – were slightly over Rouse FLV, and heavier equipment categories – for example, large earthmoving and mining equipment – were just below Rouse prior month values.

### Recent Value Trends

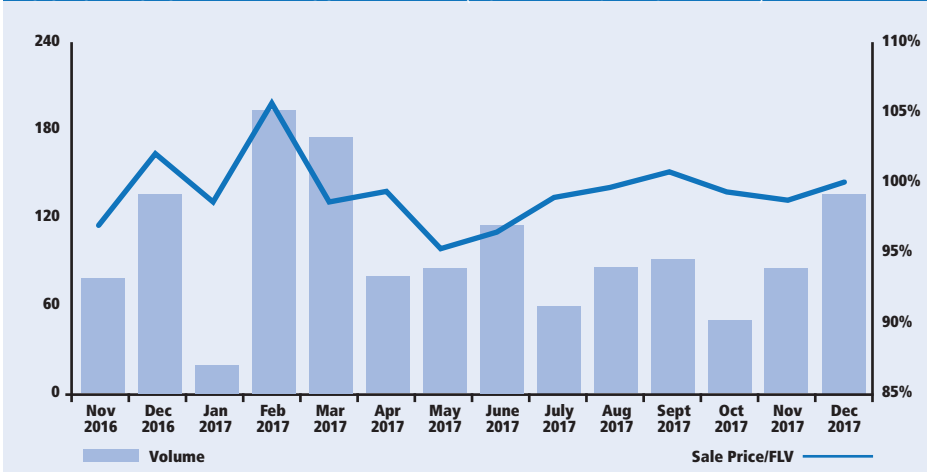
Telehandlers were the best performing category, with a year-on-year improvement in OLV of 13.8%. Skid steer loaders, wheeled loaders, backhoe loaders, and excavators performed well on a relative basis with year-on-year adjustments of 9.9%, 8%, 7.1% and 5.3% respectively. The categories of scissor lifts, dozers, telescopic booms, and articulating booms showed moderate improvement of 4.9%, 3.8%, 3.6% and 1.5% respectively. Compaction equipment slightly declined by -0.7%.

The following chart illustrates the 12-month trend of FMV, OLV and FLV as a percentage of cost. **IRN**

### Notes:

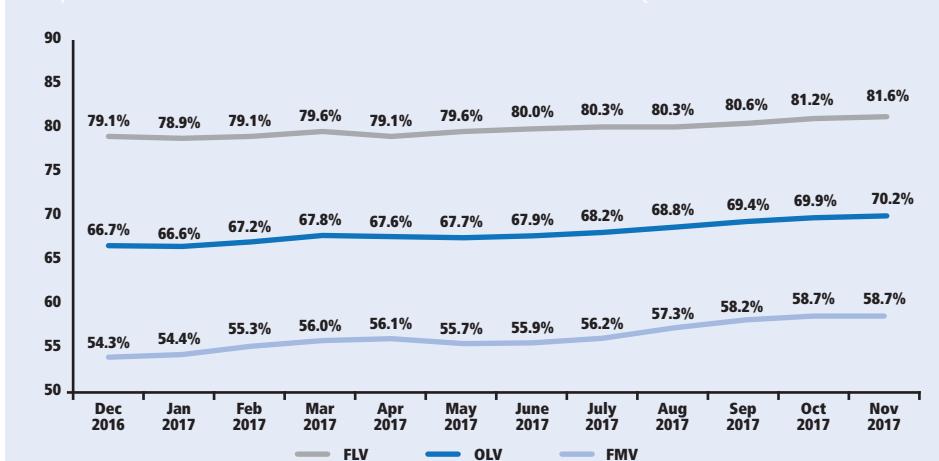
- The Top 10 rental equipment categories include articulating booms, compaction equipment, dozers, excavators, telehandlers, loader backhoes, scissor lifts, skid steer loaders, telescopic booms and wheeled loaders.
- Each monthly data point illustrated above represents the average recovery, as a percentage of cost, for eight different model years of equipment ranging from new to seven-years-old, with each year weighted equally.

AUCTION VOLUME AND RECOVERY RATE (NOVEMBER '16 - DECEMBER '17)



“Telehandlers were the best performing category, with a year-on-year improvement in OLV of 13.8%.”

FMV, OLV AND FLV AS % OF COST FOR TOP 10 RENTAL EQUIPMENT CATEGORIES



With nearly 100 years of industry experience, Rouse Services offers business intelligence backed by constantly updated aggregation of equipment values and rental metrics. Rouse Analytics provides monthly comparisons of pricing and key performance metrics to local market industry benchmarks and tracks in excess of US\$500 million (€447 million) of revenue monthly with 52 clients across more than 80 markets.

■ For more information go to:  
[www.rouseservices.com](http://www.rouseservices.com)

## Definitions:

### Rouse Forced Liquidation Value Index

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

**Forced Liquidation Value (FLV)** The estimated gross amount expressed in terms

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

### Rouse Rate Index

Achieved rental rates relative to January 2011 (when Rouse

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

### Physical Utilisation

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



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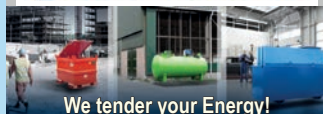


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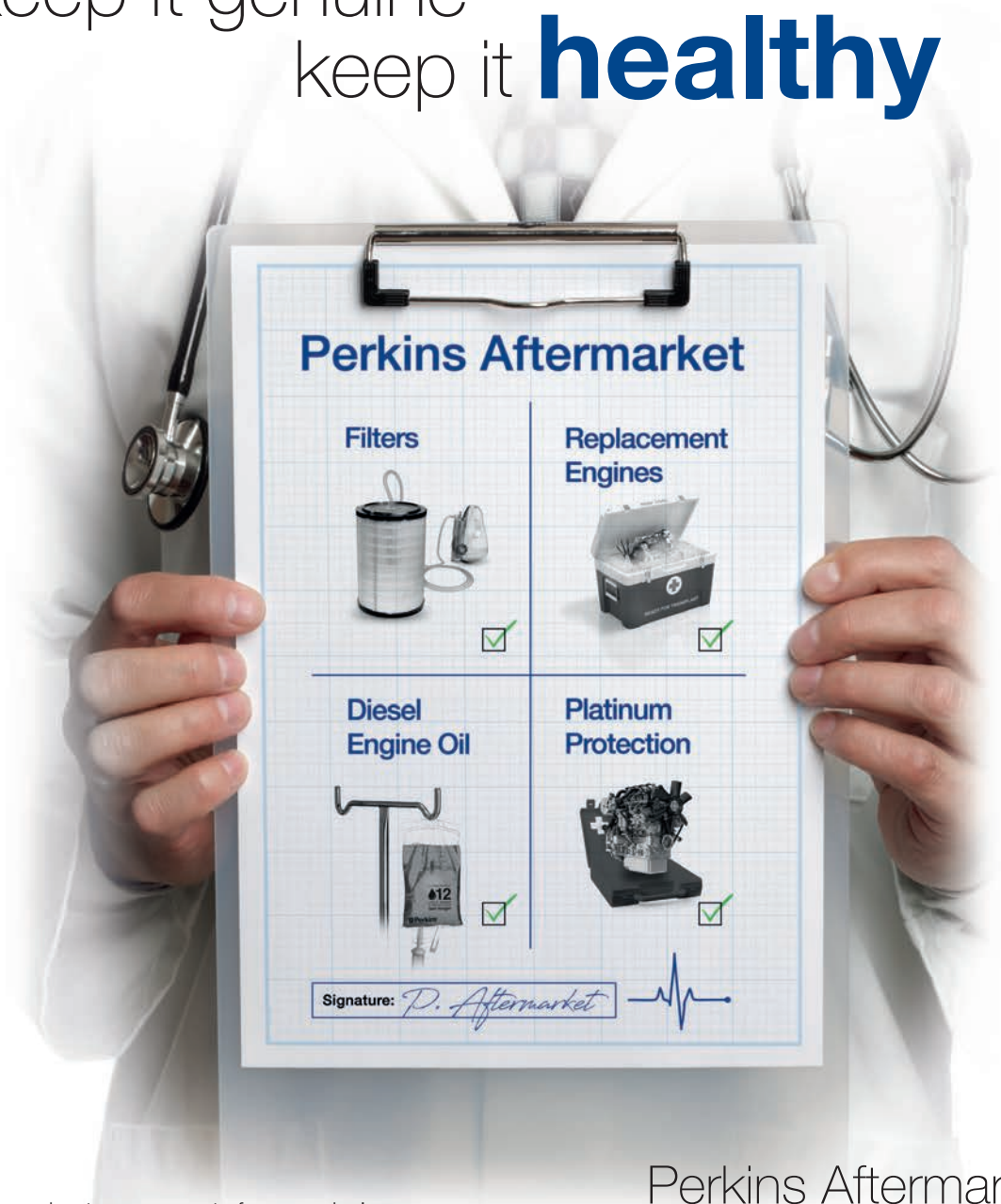
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