

INTERNATIONAL

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rental

NEWS

A KHL Group Publication
Volume 20 | Issue 1 | January-February 2020

EUROPEAN
RENTAL
AWARDS
2020

Enter for an
award
p23

SITE VISIT:

Groundforce supports Franki

p39

Official magazine of the ERA



INTERVIEWS: RENTA GROUP, SMARTEQUIP | TELEMATICS | GENSETS



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comment

From small beginnings

On a recent trip to the US, I was given a fascinating insight into the vision and hard work required to start and successfully grow a business.

Speaking with SmartEquip's CEO Alex Schuessler and its Executive Vice President of Sales and Marketing Ron Piccolo, I could not help but be impressed by the software company's story and how it has adapted to a rapidly changing market.

Schuessler set himself the challenge of introducing e-commerce to the construction equipment industry back in 2000, when Amazon was just an online book shop. The construction industry is known to be a slow adopter of new technologies, so Schuessler had his work cut out. Read about it on page 42.

The process of translating ambition into reality is also demonstrated by the relatively young but rapidly expanding Renta Group.

The generalist rental company's CEO Kari Aulasmaa is taking the lessons he learnt during his time as Ramirent's Senior Vice President and applying them to grow a seed he planted in 2016, when Renta was founded.

Over the next two years, Renta plans to open 20 new locations across Poland – a country into which it is only just entering now. Also, the company is a keen adopter of digital technologies, which have been embedded in the business since the beginning. The full interview can be read on page 14.

These are two success stories, but building a company from the ground up is a risky business, with a 50% chance of failing in the western world, according to rental expert Kevin Appleton. His first few columns of the year will look at the process – and pitfalls – of creating a rental firm. The first of the series considers the initial steps (page 13).

When rental companies do make a success of it though, we like to celebrate that achievement, which is why he holds the European Rental Awards. This year's awards are open for entries, so please be sure to submit by the deadline of Friday 28 February. Information can be found on page 23 or at www.khl.com/rentalawards

So if your New Year's resolution is to start up a rental business and you're looking for some tips, this issue of *IRN* is a good place to start!

Wishing you a prosperous year ahead.

Thomas Allen

Editor



KHL's rental portfolio



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Rental information from around the world across all media channels



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CONEXPO-CON/AGG 2020

Las Vegas, NV



Date : March 10-14,2020

Location: LAS VEGAS CONVENTION CENTER
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Stand No: BL-240

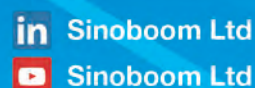
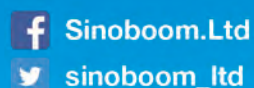
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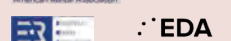
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Printed by:
Buxton Press



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



inside

REGULARS**NEWS**

Algeco appoints new CEO; Nishio to build hi-tech R&D facility; Loxam to rent robotic gloves in France.

THE APPLETON COLUMN

In the first of a series about business growth, *Kevin Appleton* looks at how to set up a new rental company.

ERA PAGE

The European Rental Association looks ahead to 2020, which is set to be a busy year for the association.

ROUSE PAGE

Used equipment values and other rental statistics.

EVENTS**EUROPEAN RENTAL AWARDS**

Submit your awards entries by the deadline of Friday 28 February.

**INTRODUCTION: 25**
IRE

The four-in-one event is in a great location this year.

**SHOW GUIDE: CONEXPO 26**

This year's show offers more space to show off equipment. *Thomas Allen* highlights some launches.

**SHOW GUIDE: ARA SHOW 36**

Rental remains strong in North America and there's plenty to look forward to at the show.

SHOW GUIDE: EXECUTIVE HIRE SHOW 37

This year's edition will occupy the whole ground floor of the Ricoh Arena.

**SHOW GUIDE: SAMOTER 41**

The construction equipment exhibition will be celebrating innovation in the Italian market.

**KHL Group on the web**

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

FEATURES**INTERVIEW: RENTA GROUP****14**

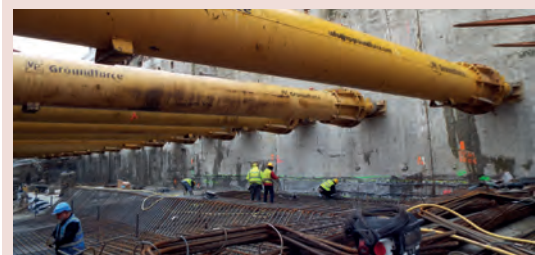
As Renta enters its fourth year of operation, the company's expansion is showing no signs of slowing. CEO *Kari Aulasmaa* speaks about his plans in the Baltic Seas region.

**TELEMATICS & ASSET TRACKING 16**

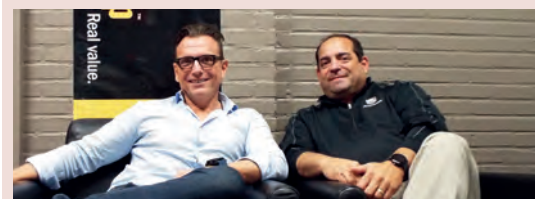
Incorporating telematics into a rental operation might have its challenges but it can be worthwhile.

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As hybrid power gains momentum in the genset sector, *Thomas Allen* reports on interesting projects and products

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Prop rental firm Groundforce helps Franki Foundations adapt to changing plans on a major Brussels project.

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President and founder Alex Schuessler and EVP of Sales and Marketing Ron Piccolo tell of the company's journey.

MARKETING FOR RENTAL BUSINESSES 44

Simplicity and measurability are key to making a marketing campaign effective, according to *Jeff Schofield* of Schofield Marketing.

...outside

Groundforce's prefabricated props being used on a site in Brussels. See page 39



DIARY DATES

2020

THE RENTAL RALLY

January 20-22, 2020
Las Vegas, USA

EXECUTIVE HIRE SHOW

February 5-6, 2020
Coventry, UK

THE ARA SHOW

February 10-12, 2020
Orlando, FL, USA

CONEXPO-CON/AGG

March 10-14, 2020
Las Vegas, USA

SAMOTER

March 21-25, 2020
Verona, Italy

IPAF SUMMIT

April 23, 2020
London, UK

INTERNATIONAL RENTAL EXHIBITION (IRE)

June 9-11, 2020
Maastricht, The Netherlands

EUROPEAN RENTAL AWARDS

June 10, 2020
Maastricht, The Netherlands

ERA CONVENTION

June 10-11, 2020
Maastricht, The Netherlands

APEX 2020

June 9-11, 2020
Maastricht, The Netherlands

Algeco appoints new CEO



Modular space rental specialist Algeco Group has announced the appointment of Mark Higson as its new CEO, following Andrew Tyler's departure from the role in November 2019.

Higson will assume his new position on 1 February, 2020.

Commenting on the appointment, Mike Smith, Chairman of Algeco, said, "Mark is a highly experienced operational leader with a proven track record, having spent much of his career running a range of large UK and international branch-based businesses.

"He has demonstrated strong management skills and the strategic insights that we believe will build on the strengths of our business today and lead Algeco through its next phase of growth."

Mark is currently Managing Director

of Wolseley UK, a leading plumbing, heating and cooling trade specialist merchant with 550 branches across the UK.

Before joining Wolseley in March 2018, Mark was Managing Director at the Royal Mail from 2007 to 2014, where he managed the operational turnaround of the business.

Prior to this, Mark was a Director of building materials group BPB plc, where he held a variety of senior leadership positions in businesses in Europe, Africa and the Middle East.

He has also worked with Advent International, advising on a variety of the private equity firm's portfolio businesses.

Higson said, "Algeco is a great company with very exciting prospects. The business is in strong health today thanks to the transformative actions

that have taken place over recent years and I look forward to getting started and delivering value for customers, returns to investors and great opportunities for our people."

Headquartered in London, Algeco has operations in 22 countries with approximately 240,000 modular space and portable storage units and 3,400 remote accommodation rooms.

Under Mark's leadership, Algeco will focus on its priorities for driving profitability across the business through effective capital investment, optimising sales and granular management of branch level performance, an efficient cost base, and a targeted acquisition strategy.



Japan's Nishio Rent All is to build a research facility looking at rental applications for IoT (Internet of Things) and AI (artificial intelligence) technologies.

The company's CEO, Masashi Nishio, said the new International

Research and Development Centre in Sakishima, Osaka, would help the company create a new rental business; "Our company will conduct research and development of rental equipment utilising AI and IoT technologies in the Sakishima district, with the aim of building a new rental business using these technologies."

News of the investment came as the company announced positive results for its year to 30 September, helped by strong construction activity in Tokyo and work related to the 2020 Tokyo Olympic Games.

Revenues were up 12.6% to YEN153.9 billion (€1.3 billion) and

operating profits by 6% to YEN15.7 billion (€130 million).

Within that, rental revenues increased substantially, by 10.8%, to YEN126.4 billion (€1 billion).

Kazuo Yotsumoto, Director, managing Administrative Divisions in the headquarters, said, "Investment remains high in the Japanese construction industry, driven primarily by redevelopment of the Tokyo metropolitan area in preparation for the Olympics, as well as the construction of new factories, distribution warehouses, transport infrastructure, and disaster recovery and prevention."

Kennards opens new depot in Kalgoorlie

Kennards Hire has expanded into Kalgoorlie, western Australia, with the opening of a new depot.

Focusing on serving mining and resource projects in the region, the 4,300m² facility will hold niche equipment to meet the growing demand for specialised machines in the area.

The branch will also stock a range of tools and equipment to support other groups such as local trades, and commercial and residential construction.

The depot's equipment is fitted with cloud-based and Bluetooth tracking technology to give easy access to real-time data that can help with preventative maintenance and monitoring efficiency.

Also available are spare parts, personal protective equipment and consumables.

Hugh McKenzie, Branch Manager, said, "We've got a lot to offer customers and the local community. There's plenty of opportunity and growth in the region."

Family-run Kennards Hire has more than 180 depots across Australia and New Zealand.

Turkish manufacturer Hidromek has won the German Design Award 2020 for its Hicon 7W electric wheeled excavator. The annual awards are organised by the German Design Council to celebrate projects that have made pioneering contributions to international design. The Hicon 7W has a screen on the rear that displays safety information to people behind it.



NEWS IN BRIEF

■ New Zealand-based rental company Hirepool has expanded its network of depots with the addition of a new branch in Silverdale in Auckland's northern region. The 2,500m² site, which was acquired early in December, will specialise in the rental of heavy construction equipment, including large excavators and compaction machines, along with power generators and access equipment.

■ Dutch rental company Boels Rental has obtained all the necessary approvals for its acquisition of Finnish rental firm Cramo, now that the German and Austrian anti-trust authorities have given their consent. This represents an important step forwards in the acquisition process, though the deal is still subject to other conditions. Importantly, Boels must gain more than 90% of the outstanding shares and votes in Cramo.

■ Point of Rental has opened a new headquarters in South Africa. Located in Midrand near Johannesburg, the new office will assist rental firms in the adoption of Point of Rental's software. Following her appointment as Point of Rental's Africa Business Manager earlier this year, Kelly Hoffman will head up the South Africa team. Hoffman said, "We're looking forward to connecting with hire leaders from throughout the continent and having an easy-to-locate office will make that connection easier."

■ UK rental firm Ashbrook has spent £10 million renewing and enhancing the safety of its fleet with the purchase of 500 new JCB machines. The order includes 220 site dumpers and 250 Loadall telescopic handlers ranging from 4 to 20m, as well as a number of JCB 926 and 930 rough-terrain forklifts, 3CX backhoe loaders, Teletruk and wheeled loading shovels.

Loxam to rent robotic gloves in France

Loxam is buying 100 robotic gloves from Swedish exoskeleton specialist Bioservo Technologies for its rental fleet in France following a successful pilot study with contractor Eiffage.

The Ironglove robotic muscle-strengthening gloves are based on Bioservo's Soft Extra Muscle technology and serve to strengthen a worker's grip and enhance endurance.

The order is valued at approximately SK€5 million (€476,000).

Between June and December 2019, Loxam, Boiservo and Eiffage conducted a pilot study to gauge the potential for renting Ironhand units in France, and the study found them to be popular due to the strong health and safety culture in the country.

Stéphane Henon, General Manager at Loxam, said, "A product like Ironhand is highly requested on the French market and will be a great complement to our other products."

Brazil's rental association elects new President

Alexandre Forjaz, General Manager of access rental firm Platafort Locacao e Comercio de Equipamentos, has been appointed President of ALEC, Brazil's equipment rental association. He replaces Ronaldo Max Ertel who has completed his two-year term.

Also elected in early December was new Vice President Bruno Eloel Arena of rental company Casa do Construtor. Forjaz and Arena will serve in their roles for two years.

"It is a great challenge for me to assume the presidency of ALEC, considering the legacy of almost 30 years of the Association", said Forjaz, "I have grown and experienced so much in the rental industry and have been studying it both in Brazil and abroad."

"I took on this new venture because

I won't be alone. Alongside me I have a team of professionals that, although young, already bring vast background and innovative approaches. I'm sure we will work together to further professionalise this market, and expand and strengthen the rental concept."

Platafort is based in Sao Paulo and specialises in renting low-height access equipment, including machines from Bravi Platforms.

His Vice President, Bruno Arena, added, "Only by joining forces can we achieve things that will benefit us all. No one does anything alone."

"Success is only good when it's shared. And when many come together, new ideas, solutions, and strategies emerge. This is the strength we need."



Enter the Rental Awards

The European Rental Awards 2020 are open for submissions. Information and entry forms can be found at www.khl-group.com/events/rentalawards

The deadline for entries is Friday 28 February, 2020.

There will be eight awards in total – six for companies and two for individuals:

- Large Rental Company of the Year
- Small/Medium Sized Rental Company of the Year
- Rental Product of the Year
- Best Sustainable Rental
- Project of the Year
- ERA Technical Committee Award
- Best Digital Innovation
- Rental Person of the Year
- Lifetime Achievement Award

The winners will be announced on Wednesday 10 June, 2020, at the awards dinner in Maastricht, the Netherlands, during the European Rental Association's annual convention.

IRN Rental Share Index

COMPANY		SHARE PRICES			
		Start date 07/01/06	Previous mth 30/11/19	Current mth 10/01/20	% change
Aggreko (UK)	£	2.75	9.14	10.03	9.7%
Ashtead Group (UK/US)	UK£	1.83	30.46	32.26	5.9%
Cramo (Fin)	€	13.0	13.46	13.22	-1.8%
Emeco	US\$	–	1.86	2.29	23.1%
GAM SA (Spain)	€	8	1.49	1.7	14.1%
Herc Rentals	US\$	–	50.37	47.82	-5.1%
HSS Hire	UK£	–	31.85	41	28.7%
H&E Equipment	US\$	–	36.75	31.41	-14.5%
Kanamoto	Yen	–	3080	2794	-9.3%
Mobile Mini (US)	US\$	46.2	37.89	38.53	1.7%
Ramirent (Finland)	€	23.43	8.78	8.77	-0.1%
Speedy Hire (UK)	UK£	8.32	0.53	0.79	49.1%
United Rentals (US)	US\$	24.9	156.36	163.23	4.4%
VP PLC	UK£	–	8.85	10	13%
IRN INDEX		100	433	447	3.2%

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.





Erik Bengtsson
is Ramirent's
new CEO

Bengtsson chosen to head Ramirent

Ramirent's Executive Vice President of Sweden, Erik Bengtsson, has been appointed to the role of CEO by the company's Board of Directors.

This follows the announcement that Tapio Kolunsarka would be stepping down as CEO at the end of 2019, after the company was acquired by Loxam earlier in the year.

In addition to his new role, Bengtsson will maintain his current role until a successor is found, and will also take up a position on Loxam Group's executive committee.

The company, which was acquired by Loxam Group in April 2019, said that Bengtsson had a strong track record in the equipment rental industry.

Bengtsson, who has held his current position since September 2018, also previously served on Ramirent's Board of Directors, leaving in August of 2018.

Alongside him, Ramirent's board members have also appointed Jukka

Havia as the company's Deputy CEO. Having joined Ramirent in April 2019 as the company's Chief Financial Officer, Havia's new role will involve assisting Bengtsson and supervising Group support functions.

Gérard Déprez, Ramirent Chairman of the Board, said of Bengtsson and Havia, "Both of them are highly experienced, and together with the talented executive management team of Ramirent and its skilled employees, will continue to develop Ramirent in its markets."

Meanwhile, Kolunsarka has been made the new CEO of the Evac Group.

The company, which is based in Helsinki, Finland, and reported revenues of €156 million in 2018, provides integrated water and waste management systems, as well as corrosion-protection systems, for the marine, offshore and building industries.

PEOPLE NEWS

■ Dutch rental firm Boels has appointed **Asif Latief** as the new Managing Director of its UK operations. Boels UK, to spearhead the company's UK expansion plans. Latief, who worked for A-Plant for many years, is due to start in the new role at the beginning of January 2020 and he will be taking over from Chris Haycocks, who will leave Boels UK at the end of January along with Scott Mulley.



■ Toromont Industries has appointed **Michael McMillan** as its new Executive Vice President (EVP) and Chief Financial Officer (CFO). He will assume the new roles at the Canadian company, whose rental business is owned by a Caterpillar dealership, on 1 March, 2020. This follows the announcement in 2019 that the current EVP and CFO Paul Jewer would be retiring. Jewer will stay on with Toromont following the appointment of McMillan to assist in the succession of the CFO role, as well as other strategic initiatives.

New IRE exhibitors

Software company Point of Rental is among the latest companies to have confirmed their participation in the fifth International Rental Exhibition (IRE), which will be held in Maastricht, the Netherlands, on 9 and 11 June 2020.

The show offers four events in one, with IRE being held in conjunction with the 10th APEX aerial platform exhibition and the annual European Rental Association (ERA) Convention.

The convention will be held on 10 and 11 June, with the European Rental



Awards taking place on the evening of the 10th.

It has also been announced that a new range of Stanley-branded site lighting equipment will be debuted at the show. The lights are a result of a collaboration between UK-based manufacturer, importer and distributor of site lighting products Cascade Holdings and manufacturer Stanley Black and Decker.

Further information about the exhibition can be found on page 25, or go to www.IREshow.com to find out more and to register your attendance.

ON TWITTER



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The overall objective of the DigiPLACE project is to create a Reference Architecture Framework (RAF) for the digital industrial platform for the construction sector based on shared consensus along the entire chain.

@erarental

DigiPLACE conference in Bologna, Italy, on 22 November, 2019.



Be the first to see the Thwaites Dumper Cab Impact Test. Built to be the best. https://www.youtube.com/watch?v=mhaN3_nOlyM&t=49

@Thwaites Dumpers

10 December, 2019

New additions to @GAPGroupHire increasing portfolio of specialist divisions that operate nationwide are helping them expand.

@hire association

17 December, 2019.

Rental information from IRN

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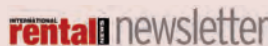
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IRN also produces the weekly **ERARentalNewsletter** for members of the European Rental Association (ERA).



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NEW

NOW AVAILABLE MOLDS FOR RENTAL COMPANIES



FORM IT. STACK IT. CHANGE IT. MOVE IT.

- durable steel molds with quick return of investment
- delivered with rental name, frame number and choice of colour
- made in Europe from high quality steel
- various lifting equipment available



NEWS IN BRIEF

■ Riwal has officially opened a new depot in Zwolle, in the northeast of the Netherlands, and appointed Glenn Verburg as the new General Manager of Riwal Benelux. As the company's seventh branch in the Netherlands, it is located in an area that was previously not covered by a local depot and is part of Riwal's strategy to provide nationwide coverage. In his new role as General Manager of Riwal Benelux, Verburg has taken over from Johan van Klinken, who has assumed the role of Regional Director within the Riwal Holding Group.

■ Manufacturer Hy-Brid Lifts by Custom Equipment has introduced a new, 5.8m lightweight Pro Series scissor lift that meets the new ANSI A29.20 standards and features the company's new LeakGuard system. The PS-1930 platform is now the tallest model in the company's Hy-Brid line and features a new colour scheme that identifies its A92.20 compliant status. This will be rolled out across the manufacturer's other models as they too are brought in line with the safety standards, which come into force in March of this year.

■ The deadline for entries to the 2020 International Awards for Powered Access (IAPA), has been extended to Wednesday 22 January to allow companies and individuals more time to prepare their applications. The extension follows a huge level of interest in the prestigious annual event, taking place in London, UK, at the Millennium Gloucester Hotel Kensington, on 23 April. There are 12 award categories this year, ranging from new products and innovations to safety and training.

Tim Whiteman heads up Sinoboom in Europe

Tim Whiteman has been announced as the CEO of a new European subsidiary of Sinoboom. Based in Rotterdam, the Netherlands, the new company will be responsible for all of Sinoboom's activities in Europe.

As well as taking charge of Sinoboom BV, Whiteman has also become Senior Vice President of the parent company Hunan Sinoboom Heavy Industry, with responsibility for the group's safety strategies and branding. He was previously CEO and Managing Director of the International Powered Access Federation (IPAF), a position he held for 15 years, until he stepped



Tim Whiteman, CEO of Sinoboom's new European subsidiary

down in July 2019.

Whiteman told KHL that this is the right time for the Sinoboom brand in Europe, as the company establishes itself as a provider of high-quality equipment.

He added that the company would be making a substantial investment in the continent and would ensure that machines would be available at its depot in the Netherlands.

He said in a statement, "We have a great group of highly motivated team members, are recruiting for experienced personnel in Europe and

can provide rental companies with a truly reliable, modern product".

The European subsidiary will import and manage the distribution and service of the growing range of Sinoboom MEWPs and continue to work with existing partners such as Liftstore in Poland.

NEWS IN BRIEF

■ Bronto Skylift's board of directors has appointed a new Managing Director. Harry Clayhills stepped down on 2 December, 2020, with his successor named as Lasse Orre. Orre has a long career in international business and has been at the helm of two Finnish companies, Transtech and Mitron, as CEO. In his earlier career he worked in the telecommunication and railway industries in Hong Kong, China and Switzerland.

■ Finnish rental company Janneniska Rent has expanded its fleet of vehicle mounts with the addition of 15 new Versalift units. The access equipment provider took delivery of ten VTL-145-F platforms mounted on 3.5 tonne Mercedes-Benz Sprinters and four VTL-130-FZ on 4x4 Ford Ranger vehicles. The VTL-145-F and the VTL-130-FZ feature working heights of 14.6m and 13.1m respectively. Both models feature a 230kg basket.

Gloobal makes van mount acquisition

Gloobal, the Spanish truck mounted platform rental company run by Ivan Papell, has acquired ALVE, the van mounted platform rental division of Liquidation World SL.

The deal will add around 30 units to Gloobal's rental fleet, creating a total fleet of 325 machines. ALVE is based in Tarragona and Gloobal will now have further rental locations in Madrid, Andalucia and Tarragona as a result of the deal.

Liquidation World SL will continue to operate its machinery trading business, led by owner Olaf Valldeperez.

Ivan Papell, CEO of Gloobal

MovingRent, said the acquisition was a strategic part of its growth plan; "ALVE's trajectory as a van mounted platform specialist, with a close and efficient service, fits perfectly with our philosophy. This operation strengthens Gloobal as a leader in our market. It allows us to guarantee the best possible service and be closer to our customers."

Pettibone takes first steps into MEWP market

US-based material handling specialist Pettibone has announced its entry into the MEWP market with the debut of 13 scissor lifts, with working heights from 5.6 to 14m.

Offered in electric or hydraulic drive configurations, Pettibone's ANSI A92.20-compliant lifts are designed for indoor or outdoor applications. Key features of the line include a universal drive control box with LED screen, platform extensions with foot pedal control, and large scissor arms for a high level of stability and durability.

"We are extremely proud of our strong reputation in the material handling industry, and we're excited to now enter a new arena with high-quality work platforms," said Scott Raffaelli, Vice President and General Manager for Pettibone.

"The new line is a great complement to our established machines, and we look forward to providing the same level of support and jobsite performance that our dealers and customers have come to expect from Pettibone."

Pettibone will display models from the new scissor range at the ARA Show in Orlando, Florida, US, (10-12 February) and at ConExpo in Las Vegas, US, taking place 10-14 March.



Olaf Valldeperez (left), owner of Liquidation World SL, with Ivan Papell (right), CEO of Gloobal MovingRent

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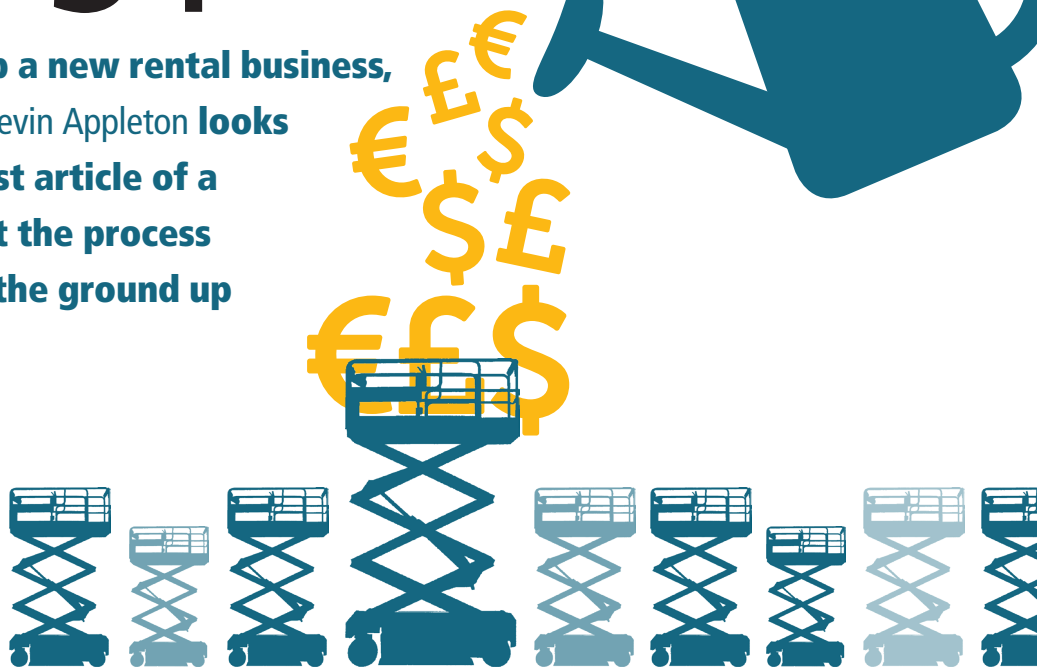
Growing pains

What does it take to start up a new rental business, and then to keep it going? Kevin Appleton looks at the initial steps in this first article of a series that will be looking at the process of building a business from the ground up

Over the next few issues of *IRN*, I'm going to be writing about business growth, its stages and the potential pitfalls.

As I write, we're in the bridge period between Christmas and New Year. This is a time when many reflect on their life and come to decisions about changes they want to make. I have no evidence for this, but my guess is that this is a time when the idea of starting a business takes hold of a lot of future entrepreneurs. There is a huge attraction to being your own boss and escaping from all of those idiotic decisions that you've had to endure under previous bosses.

The bad news, of course, is that it just might be the opportunity for you to become that idiot! Failure rates amongst new businesses across the western world are reasonably consistent, with around 50% not surviving beyond the first three years. So the first thing to be wise about is whether you are



ready for that level of stress for a 50% chance of survival (and, note, at this stage it's "survival" not "success").

Initial investment

If you've come out of a role in the rental industry and have been making (let's say) 50,000 euros, pounds or dollars per year then you will need to invest around 10x that amount in a fleet and be prepared to do pretty much everything yourself (serve customers, deliver kit, wash kit, do administration, prepare accounts, chase payment) in order to have something like the same income. You will likely also have to use your house as security against the business failing and your being unable to settle bank debts.

Once you've concluded that you and your spouse or significant other are prepared to take the risk and make the necessary lifestyle sacrifices, there are a number of essential activities to undertake. These include setting up the legal entity, finding an accounting and legal firm to represent you, finding premises where the landlord is willing to accept a new start-up, selecting and installing an IT system, getting a bank (I'll come back to this), sourcing fleet and finding staff who are willing to take a risk on you (in the first instance probably one or two is all you can afford).

To get to the starting gate, before acquiring fleet, is probably going to cost you the best part of 100,000 euros, pounds or dollars (and you're going to have to fund this yourself in all likelihood – banks are only interested in businesses once they start trading – although this may be done through a bank loan secured on an asset you own, normally a house). The fleet is then ready to be acquired. In certain sectors of the rental industry (tools, for example) it is relatively rare for providers of fleet to supply finance, whereas for larger kit (aerials, for example) it is not uncommon for certain manufacturers to supply fleet on staged purchase

agreements with over one-year before the first payment is required.

If you decide (or have) to go the supplier finance route, you can have a year of generating revenue from your initial fleet of (say) fifty aerial platforms and this will generate cash of around 250,000 pounds (etc.) in that year, providing you are pricing at market levels (some don't, thinking any revenue is worth having, and then find themselves short of cash once fleet repayments need to be made). This should be adequate to pay yourself a salary, your staff and your (non-fleet) suppliers, as you will also start to generate a debtor book (customer invoices waiting to be paid) and your bank may well be willing to advance you further loans (using this as security) for a small percentage charge.

Feeling the pinch

The pinch starts to come in year 2 and beyond, when the equipment manufacturer will be looking for repayment of at least 20% of the cost of their equipment each year (100,000 euros (etc), in this example). If your business is not generating sufficient cash to pay this and salaries and other creditors then this is where it runs into trouble. Normally this is because the focus has been on "aggressive" pricing to get kit on hire and generate short-term cash, but forgetting that sufficient margin needs to be made to be able to service all the costs of the business. Some (maybe many) respond to this by persuading a supplier to supply more kit with a further payment-free period so that they can use the artificially enhanced cash flow this brings to keep going. This normally ensures that the crash, when it comes, is even more spectacular.

This is why most businesses don't make it for more than 3 or 4 years (or just struggle through but are permanently "damaged" in the minds of lenders and suppliers). However, a good number do survive, and we'll think about the next set of challenges next time around.

IRN



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

Big ambitions

As Renta Group enters its fourth year of operation, the company's expansion is showing no signs of slowing as CEO Kari Aulasmaa speaks of its entry into Poland and the doubling of its depot network in Sweden

Renta Group is a fast-growing Scandinavian generalist rental company based in Finland but with ambitious plans to become a leading provider across the Baltic Sea region.

Established in 2016, Renta Group operates out of more than 70 depots across Finland, Sweden and Norway – and this number is steadily growing, according to Kari Aulasmaa, the company's CEO.

Aulasmaa has been in the industry since the early 1990s, including a sixteen-year stint with Ramirent, during which time he worked his way up to the position of Senior Vice President, responsible for Ramirent's operations in Finland, the Baltic States, Russia and Ukraine.

Currently, Renta generates annual revenues of about €200 million, 70% of that coming from clients in construction. However, the company is aiming for 60% of its business to come from construction, with the remaining 40% derived from other sectors; "For us, that's a good balance," says Aulasmaa.

Finland and Sweden are Renta's home markets. From there it is launching into other countries.

Towards the end of 2018, Renta expanded into

Norway with the acquisition of Norwegian rental company Flexleie – which generated net sales of NOK120 million (€11.9 million) in 2018 and has since been rebranded Renta Norway. This added six new depots to Renta, which had served the north of the country and along its west coast, but Renta has since been expanding its presence to become a nationwide operator in Norway. The goal is to have about 30 depots across the country.

Norway's overall rental growth rate was between 3 and 4% last year and it has a penetration rate of 35%, according to Aulasmaa; "That increases the penetration potential."

Aulasmaa says, "The acquisition of Flexleie is the first step for our expansion in Norway and ensures an entry to this important machine and equipment rental market in the targeted Baltic Sea region."

Renta has also been making preparations to expand into Poland in the first quarter of 2020.

"The legal structure is in place and we have hired the Country Manager – Ramirent's former Senior Vice President of Poland and Central Europe Tomasz Walawender," says Aulasmaa. "We are preparing



Kari Aulasmaa, CEO of Renta Group

the first greenfield sites, and we are scanning the market to see if there is something for sale."

On the radar

When asked if Renta has any particular companies on its radar at the moment, Aulasmaa says, "We always have something on the radar, in all countries. And the final target is to become one of the leading companies in the Baltic Sea region – in northern Europe. So basically, all the markets around the Baltic Sea are interesting for us."

Explaining why the company is choosing to expand into Poland next, Aulasmaa says, "It's a big nation, a big economy, in the middle of Europe, with a strong industrial base and a strong construction sector, especially for infrastructure construction. It has a very low penetration rate too. So it's definitely one potential for the future."

The aim is to build a nation-wide network of at least 20 depots over the next two years.

Renta's largest network of depots is in Sweden, where it operates out of 35 locations. However, Aulasmaa says, "Sweden is just halfway – we are building the network there. It will eventually be something between 60 and 70 depots."

Clearly there is a lot of scope for growth in Sweden. Aulasmaa says this is because it is the largest market in Northern Europe; "If you look at the size of the country, if you look at the population and the size of the economy, it's double that of Finland. It has more than 10 million inhabitants."

It also has a relatively high penetration rate of 55%, adds Aulasmaa, and Renta's market position is third after Cramo and Ramirent.

In Finland, Renta is growing faster than the market, which is the combined effect of putting particular focus on fast-growing segments of the construction industry and taking market share; "Finland this year is flat but our growth rate is plus 30%," says Aulasmaa.

It is also helped by the fact that penetration has increased quickly over the past two years; "Traditionally, Finland has been about 10% behind Sweden, but we are quite equal nowadays. So in Finland we are talking about a penetration rate of about 53 to 55% at the moment," says Aulasmaa.

He attributes this to Renta's presence in the market: "I used to say that if there are more high-quality rental companies in a market, there are less reasons to own equipment. And for a long time the

Early adopter

Since Renta is a relatively young company, it has been able to incorporate new digital technologies into its offering from the start, giving it an edge, according to Aulasmaa.

He says, "Digitalisation and digital technologies have been on the agenda from the beginning. So quite soon after we started, we introduced the first versions of our platform."

Aulasmaa continues, "We are very ready for the platform economy. We can allow customers to connect into our systems and do things by themselves, because in our internal operations we have digitalised many things, like project management for scaffolding and site services. We have totally paperless processes connected to invoicing and payrolling."

The group is also developing its virtual reality capabilities. Its Renta Modules product, which is used for planning modular space, has been renamed Renta Visuals to reflect a broadening of its scope so that it will, in future, be used to plan construction sites with BIM models.

Another of the digital elements in Renta's offering is its mobile fleet management solution, which is designed to make things transparent for the customer.

Users are able to keep track of their daily rental payments, order additional services, locate units and measure the real usage of their machines. Aulasmaa uses the term 'real usage' to refer to the actual operation hours of a piece of equipment.

"Rental companies very often talk about utilisation rates," he says, "But they actually mean rental rates. But it doesn't tell how much the equipment is really used – how many motor hours."

"So, by following that, I would say that in the future construction works will be done with a smaller population of equipment and machines. And we will really start to use modern technologies and start to optimise the usage of equipment."

"I think that's a win-win situation, and also sustainable. I used to call it 'the next revolution of rental'."

Renta is developing its virtual reality capabilities so that construction sites can be planned using BIM models





INTERVIEW: RENTA GROUP

operates is about 85% and their use continues to increase – but one particular trend that he highlights is the growing demand for related services.

"If you take equipment or systems like temporary heating systems, temporary electrifying systems, in practise, those require design, installation and maintenance throughout the project nowadays," says Aulasmaa.

He explains that this is down to the increasingly complex technical requirements; "It's become a little bit of a specialised area and construction companies don't have the skills in-house anymore – understanding how to do it. It's very specialised. The requirements are growing harder and harder all the time. Equipment and systems are more advanced, requiring special skills and clients don't have it."

Making things simple

He goes on to say, "It's easier for them to buy the package; not buy equipment and start to wonder how to use the equipment. Instead, they can order a certain temperature for the construction site for a certain time, for instance." The intention is to make things simple for the client.

On the topic of electric equipment, Aulasmaa says, "It's a strong trend, but you see very little electrified equipment in the market at the moment. It's still coming."

Referring to the Bauma Munich exhibition earlier this year, he points out that a lot of manufacturers were talking about the development of electric equipment but few machines are in production.

"I don't imagine diesel engines will disappear any time soon. Maybe hybrids will become more prevalent," says Aulasmaa.

There are of course challenges in the market, among them political uncertainty, trade wars and the normal cycles in the construction industry. But Aulasmaa sees a positive future for rental; "It's becoming more and more important. Penetration is increasing everywhere. And once penetration increases, it doesn't drop back down."

He adds that although the construction market fluctuates, it always bounces back; "Projects can be postponed, but they will usually be started at some point."

In addition, the rental sector is increasingly serving a wider range of industries, according to Aulasmaa.

Given how the face of rental is changing, and the rate at which Renta is developing, Aulasmaa ends by saying, "Rental is a fascinating business. Every day is different." **IRN**

market in Finland has been dominated by two major companies: Ramirent and Cramo. I think clients were a little bit lacking in alternatives, and when we came along and created a nation-wide network in two years' time, that's increased the penetration rate."

He adds that this is why penetration has historically been higher in Sweden: "There have been more companies, more high-quality suppliers."

Renta's network has reached its peak in Finland; "I think with 30 in Finland that's the network we have – it's up and running," says Aulasmaa.

Over the past three-and-a-half years, Renta has accumulated a fleet with an original purchase value of €350 million. Since the company is young and it has been investing heavily to grow quickly – through a mixture of acquisitions and organic growth – maintenance CapEx is low. Aulasmaa says, "We will have that benefit still for a couple of years. So our investment is mainly for growth at the moment."

Aulasmaa was reluctant to put a figure on the company's investment intentions for the year to come, but he did say, "I don't think we'll be slowing down. I think we will continue more or less the same investment."

Powered access platforms are an important part of Renta's offering – Aulasmaa says the penetration rate for access equipment in the region where it

Renta is quickly growing its network.

In Poland, for example, the company intends to open more than 20 new depots over the next two years



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If the hurdles to incorporating telematics solutions into a rental operation are overcome, the benefits can be well worth the effort. But it requires collective effort across the industry.

Thomas Allen **reports**



Connecting the

The uptake of telematics in the construction industry has been slower than was anticipated back in the early 2000s when the concept first came to the fore. While the growing integration of telematics hardware might help to put downward pressure on the cost of implementation, cost is not the only barrier to adoption.

To implement smarter rental operations using telematics requires a capability that can, based on real-time equipment data, evaluate equipment-based decisions to take automated actions and thereby deliver business value.

At software company Spartan Solutions, this is known as the 'Equipment Decision Platform (EDP)'.

According to the company's Chief Technology Officer, David Williams, there are three common barriers to putting such a capability in place: difficulty in capturing requirements accurately and in a manner that allows agile change; integration challenges; and availability of equipment data.

Although it is fundamentally important to consider the type of equipment information that is available, it is critical to first identify the key business drivers. What problems or opportunities that could benefit from the approach are worth addressing?

Examples include reducing the costs of customers misusing equipment or avoiding customer refunds by improving the accuracy of equipment return dates.

"Business drivers provide a focus for the subsequent equipment-based decision rules and resulting actions," says Williams. "The first barrier is the bridging of the gap between how those with the knowledge would naturally express the 'equipment rules' and their representation within the EDP [electronic data processing]."

One way to address this challenge is to give the experts a tool to capture equipment rules precisely, and in a way that can preferably be used directly by the EDP to avoid mistranslation. It is especially important to have a tool that is easy to use because the rules will almost certainly change over time.

Equipment rules provide a specification of the



David Williams, Chief Technology Officer at Spartan Solutions

data that must be captured from rental telematics. However, the available telemetry is hampered by variations in the frequency of updates, the cost of obtaining updates, data ownership issues, and security concerns.

Organisations with mature digital operations can deliver smart services without telematics by using data sourced from data capture forms on mobile devices. Indeed, for some legacy equipment types, this may be the only option.

"Telematics wins over manual input, but even when available it can be yet another integration challenge, given the likelihood that there will be different sources, frequencies and formats. Thankfully, there are telemetry aggregators that can help to present a single source of data," says Williams.

In addition to the required equipment data, smarter telematics-enhanced rental solutions also require access to other information pools, such as customer contact details and depot geofence data. In addition, the system will need to be integrated with e-mail and message alerting services, and it

must be able to create and schedule work in back-office rental management systems.

Williams says, "Another barrier to the realisation of smart rental operations are 'islands of information'. The best way to address this issue is to consolidate digital operations within a single platform, separate from back-office systems, so that it can flex to operational needs, but with sufficient integration to avoid duplication of effort, error or delay."

As well as having the potential to drive transformational change in a rental business, a well-designed telematics solution is a key step in getting ready to implement predictive maintenance – as explained by John Glen, co-founder and Chief Financial Officer of Spartan Solutions, in the October 2019 issue of *International Rental News* (page 42).

Access to data

Access to data across mixed fleets is another major hurdle, and this is something that fleet management hardware and software provider Trackunit is working to overcome as part of its Eliminate Downtime Movement.

The initiative is coming to the end of its first year, during which time the company has been working to get key stakeholders onboard, including leading rental companies. It has also launched the Eliminate Downtime Benchmark survey, which can be accessed on Trackunit's website.

Jeff Cohen, the company's CEO, says, "We think we'll have all the responses by mid-January, with the goal of creating a white paper that aggregates all of that data and then benchmarks the companies that participated in the survey against the information in the industry."

This will enable Trackunit to offer advice on how companies can best reduce downtime. In Cohen's words, "The focus of the second year's agenda will be on how to start implementing some of those things."

In line with this initiative, Trackunit is now pushing a new programme called Platform as a Service.

Cost is not the only barrier to telematics adoption; there are also issues around integration and data availability and integrity

dots



Jeff Cohen, CEO of Trackunit

It was described by Tom Aardestrup, Vice President of Business Development at Trackunit, as “a unifying, data-collecting platform that is purpose-built for construction industry data that comes in from various sources.”

Platform as a Service imports data from different OEM solutions into a single platform to make it easier for fleet owners to analyse and compare machine data.

“A seamless and unified data format is what this industry needs right now, because everybody is challenged by having all of these different feeds, even though the ISO data standard has come out,” says Aardestrup.

Although an ISO standard has been set up for construction machinery telematics data, six OEMs recently tested by Trackunit failed to meet the standards. Clearly the solution is not so simple as creating a standard; “It’s a constant evolution of the data quality inside our industry, so it’s not an overnight fix,” says Cohen.

“We spend a lot of time with each of these OEMs, usually derived from customer requests to try and help figure out where the integrity of the data is

A changing landscape

Wayne Harris, CEO of Point of Rental, offers insights on the growing importance of telematics in rental.

WHAT ARE PREDICTIVE AND PRESCRIPTIVE MAINTENANCE?

For years, we used preventative maintenance to ensure equipment lasted as long as possible. The ability to track machine data using telematics and the Internet of Things enabled companies to implement predictive maintenance, which tracks how your equipment is being used, what might be wrong, and you and your team use your knowledge to alleviate the issue for the short-term or fix it in the long-term. Prescriptive maintenance takes that one step further, using machine data and AI to evaluate conditions and come up with maintenance needs on its own.

WHAT ARE THE BENEFITS TO RENTAL BUSINESSES?

Predictive maintenance features allow for a rental centre to know personnel and supply requirements in advance. This proactive process creates a more efficient and less expensive response to equipment maintenance requirements. Prescriptive behaviour will, in some cases, complete a maintenance task without the need of any rental personnel to be involved. The machine will know, based on what has happened in the past to itself (as well as other similar machines) what should be done now to prevent a bigger problem from happening. In some cases, this could be more effective than human diagnosis in preventing expensive repairs.

HOW DO TODAY’S SOFTWARE SYSTEMS PROVIDE THIS INSIGHT TO USERS?

Many manufacturers of rental equipment have installed proprietary telematics devices. You can also add AEMP (Association of Equipment Management Professionals) telematics devices to existing equipment. At present, the rental industry is still working on bringing the full complement of AEMP data from these multiple sources into one place for actionable insights into equipment maintenance.

WHAT DOES THE FUTURE OF EQUIPMENT MAINTENANCE IN A RENTAL SETTING LOOK LIKE?

Telematics is becoming more ubiquitous in the everyday rental fleet. As the ability to map complete AEMP data from these various manufacturer’s devices into a rental operating system is improved, it will become more advantageous for the average rental company to use it to improve efficiencies. Manufacturers appear to be balancing between proprietary systems for a competitive advantage and having an open environment that supports the goals of AEMP. As this is resolved, the next challenge will be how to use the vast amount of data in a way that adds value and provides a rental company with actionable intelligence that improves profits and offsets the added costs of telematics.

Wayne Harris, CEO of Point of Rental



Tom Aardestrup, Vice President of Business Development at Trackunit

falling short.”

However, Cohen adds a positive note, saying, “If you look at where it’s come from in the last 18 months, it’s got exponentially better.”

With its Platform as a Service, Trackunit is hoping to increase the amount of data taken from other

brands of telematics hardware. Cohen says, “We’re expanding to change the percentage from 80/20 to maybe 50/50 or 60/40.”

The key challenges are data integrity, data structure and data frequency, but Cohen says, “Our platform is very nicely structured to take and normalise data from a lot of different places, even if it’s not our hardware.”

Another development at Trackunit is the new Machine Insights functionality that has been introduced on its Trackunit Manager platform.

Cohen says, “Today, if you look at the industry in three different categories, there are companies who are collecting the data, and then there are those that are reporting on it and using it in their business, and then the next level is the prescriptive level. So it kind of goes in a curve.

“And of all the companies who are using telematics today, they all sit in one of the first two categories; very few are using predictive analytics or heavy advanced datasets to solve a lot of problems.”

Machine Insights falls into the second two categories by not only showing data inside reports but also offering advice on how to improve performance.

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Let's Change Things Together

"We're trying to make the suggested prescriptive decision for you," Cohen says. "And that's going to come in all different forms and fashions because it could be for a mixed fleet environment, it could be for a single manufacturer, it could be for a type of operator – it could be all of those areas."

Machine Insights draws together harmonised data from mixed fleets, whether the machines are connected with Trackunit Raw hardware or any other ISO 15143-3 compliant solution.

Partnership

It was recently announced that rental software company Point of Rental has entered a long-term partnership with Trackunit to enable businesses relying on equipment rentals to perform jobs more efficiently.

"We're going beyond the health and location of the machine," says Cohen. "By partnering with industry leader Point of Rental, who shares a similar macro vision and desire to raise industry standards, we can connect the ecosystem even further and automate much more than ever."

He adds, "The partnership enables better customer service, opens communication and allows for transparency across all stakeholders."

Via connected APIs (Application Programming Interfaces), Point of Rental's Expert and Elite products will exchange data with the Trackunit Manager system and Trackunit Go application. The connection will make them the second and third Point of Rental products, after the company's UK-based Syrinx product, to integrate with Trackunit.

The combined systems will show statuses of on- and off-rent equipment, when equipment is delivered, when it is called off rent, and when it is ready for delivery. That information, along with real-time equipment visibility, will all be visible to customers during the rental contract period via a customer portal to help them better manage their equipment.

Billing information will be seamlessly integrated



A new partnership between Point of Rental and Trackunit will see Point of Rental's Expert and Elite products exchange data with the Trackunit Manager system and Trackunit Go application

to improve invoicing accuracy and reduce manual entries.

Wayne Harris, CEO of Point of Rental, says, "The Internet of Things [IoT] has impacted many different industries – maybe none more than the equipment industry. We're looking forward to taking IoT to the next level of innovation with Trackunit."

Working together

Another recent partnership is that between US-based telematics provider ZTR Control Systems and Dutch rental firm Boels Rental.

A telematics programme is to be rolled out across a portion of Boels' fleet with the intention that Boels will be able to make better informed business decisions based on the data collected. The number

and type of machines included in the programme have not been disclosed.

ZTR will act as the factory install partner for eight of Boels' OEM suppliers: Kubota, Niftylift, Kärcher, Tobroco Giant, Trime, Keyter-Intarcon, Ruthmann and BBA Pump.

Machines in the fleet that are equipped with telematics will be marked with special branding by Boels.

Access to all the necessary Internet of Things (IoT) data from the machines is made possible by the business API solutions used by ZTR's ONE i3 platform.

Guy Cremer, Boels' Director of Fleet Operations, says, "ZTR has provided a turnkey solution for us. The blend of industry-leading IoT hardware combined with the programme support and fully-managed software services has enabled a future-proofed solution with full support for mixed fleet aggregation and the vision for the sharing economy."

Director of Commercial Development and Program Management at ZTR, Paul Wilson, says, "Boels shares ZTR's vision to leverage IoT across the OEM, rental and customer value chain."

"As a partner, we look forward to their journey and to supporting them in their programme expansion to meet their growing needs and goals in the European Union."

Monitoring machines

JCB recently announced that 250,000 machines are now being monitored through the company's LiveLink Telematics, 12 years after its launch.

LiveLink gives machine operators and fleet managers access to all the necessary machine data through an online portal and mobile App, and it enables machines to be monitored by JCB Uptime Centres around the world.

Two new LiveLink products have been developed in collaboration with major rental companies, fleet managers and owner operators: the JCB Operator App and the LiveLink Fleet website portal.

By making the pre-start machine check process electronic, the JCB Operator App eliminates the

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JCB's LiveLink Telematics system allows machines to be monitored by JCB Uptime Centres around the world

need for paper-based checks, which can often be lost, damaged or filled in incorrectly. It also allows operators to add comments or images to safety checks and access relevant documents such as quick start guides.

The operator has the option of e-mailing completed checks to safety or site management personnel, for example. These checks are then visible in the LiveLink Fleet portal, where the necessary action can subsequently be taken.

The LiveLink Fleet website portal now enables users to monitor all brands of machine from one place.

Working in tandem with the new Operator App, it gives a real-time overview of a complete fleet and allows pre-start checks to be collated electronically, servicing to be managed remotely and critical health alerts to be dealt with immediately. Users can also link to a variety of complementary JCB systems through a single login.

JCB Group Managing Director Parts and Service Ian

MCS's refreshed Resource Planner makes it easier to see what equipment, vehicles and people are available, making it easier to organise the team, assets and vehicles



Sayers says of the new technologies, "They ensure JCB operators are firmly in the driving seat when it comes to on-site safety and simplifying paperwork, while for multi-brand fleets the technology has the potential to revolutionise business, making everyday processes much faster and more profitable."

Going paperless

Also doing away with paper and taking advantage of the benefits that digitalisation offers is MCS. The rental software company has launched its new CounterSign, which allows digital signatures to be used at the rental counter.

Customers can sign contracts and rental agreements electronically on a tablet, linking those secured and signed documents to the relevant contract in the MCS-rm rental management software. A PDF copy of the signed document is then e-mailed to the customer.

This screenshot shows the GPS capabilities of A1A Software's new mobile App for its iCraneTrax fleet management software



MCS has also refreshed its Resource Planner so that it is clearer to see what equipment, vehicles and people are available, and where they are located, making it easier to organise the team, assets and vehicles.

Nick Thomson, Sales Director at MCS, says, "Asset management is more than just organising equipment. Rental companies can find it extremely difficult to manage a full workforce, all of its assets and multiple vehicles, especially when this is tracked using different systems.

"Maintaining visibility of these, and coordinating your workshop and transport processes, can be a nightmare. That's why we've refreshed the MCS Resource Planner to make planning your resources as simple as possible."

Rental firms can now take advantage of mobile Apps for their workers on the move with the ability to push out changes to the drivers or engineers' mobile devices automatically.

This all adds up to greater flexibility for responding to ad hoc requests and last-minute changes to schedules.

Quality versus quantity

The reason why telematics has taken so long to get off the ground in the off-highway industry, according to Skyjack's Product Manager of Technology and Innovation David Swan, is that there were too many data points being transmitted and not enough real value being delivered.

"When it comes to telematics solutions, less can be more if the less that you're getting is properly analysed and effectively communicated," says Swan.

Early adopters of telematics for off-highway equipment went one of two ways: they either focused on what worked for the on-road telematics products, putting the emphasis on speed, location and hour meters, or they flooded the customer with every data point that could be generated by the machine.

"Finding the middle ground between these two philosophies can make a huge difference in the value that's provided by an off-highway telematics product," says Swan.

He stresses the importance of giving OEMs a role in the design process to ensure that fleet managers get relevant and accurate data.

It is then important to work with fleet managers to pinpoint the information that is key to their operations.

Swan says, "OEMs like Skyjack work with customers to determine what data is most important and engineer the equipment to be able to deliver on those data points."

He adds, "What data do you want your telematics product to provide, and which processes do you want to improve? Getting a solution that answers those two questions is the key to getting the most effective solution for your business."

Skyjack's Product Manager of Technology and Innovation David Swan

Fleet management

A new product has also been released by US-based A1A Software: the first mobile App for its iCraneTrax fleet management software, which has Customer Relationship Management, Dispatch and GPS capabilities.

With the iTeleTrax App, customers are given access to six information pages via their Apple or Android device, making it easier for operators, technicians and fleet managers to see critical machine information remotely.

Tawnia Weiss, President of A1A Software, says of the new App, "iTeleTrax improves communication between job site personnel, dispatch and service departments, increasing the opportunity for proactive maintenance."

The information provided includes an overview of a fleet's key service items, engine hours and maintenance requirements, as well as equipment location.

The specific information displayed for each piece of equipment varies depending on the machine's brand and the telematics system installed on it. **IRN**



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Judged the best by the best

The awards will be announced during a special dinner event on 10 June

New award

Added to this year's list of categories is an award for Best Digital Innovation, which is intended to recognise a digital innovation that enhances a rental business.

This year's categories are:

- **Large Rental Company of the Year**
- **Small/Medium Sized Rental Company of the Year**
- **Rental Product of the Year**
- **Best Sustainable Rental Project of the Year**
- **ERA Technical Committee Award**
- **Best Digital Innovation**
- **Rental Person of the Year**
- **Lifetime Achievement Award**

Please make sure your entries are submitted by the deadline of **Friday 28 February, 2020**.

Awards guidance

- The judges will meet in Brussels on Thursday 26 March, 2020, after which the shortlisted companies will be published on www.khl.com
- Shortlisted companies will be given two free tickets for the awards dinner on Wednesday 10 June, 2020, in Maastricht, the Netherlands, during the European Rental Association's annual convention, which will itself be taking place alongside the International Rental Exhibition, which runs from 9 to 11 June, 2020
- Companies are invited to put themselves forward for the awards; it is not necessary to get a nomination from an external company or individual. Companies can submit entries for more than one award
- The awards are judged on activities in late 2018 and in 2019, or for a product made commercially available at the end of 2018 or in 2019.
- The awards are open to all rental companies active in Europe. Products in the 'Rental Product of the Year' category must be available in Europe.

The esteemed panel judging this year's European Rental Awards are well qualified to identify industry-leading innovation worthy of celebration

This year's European Rental Awards will be judged by a group of industry leaders who have advanced rental in Europe and beyond.

Vincent Albasini has been with Avesco Rent since 2005, assuming the role of CEO in 2012.

Avesco Rent is part of the Avesco Caterpillar dealership in Switzerland, with 140 employees and a fleet of 5,500 units rented from 21 depots across the country.

In 2014, Albasini founded FastRent, which is Avesco's online rental platform, and since 2018 he has been leading the expansion of Avesco Rent's operations in the Baltic States. The business has three locations in Lithuania, one in Estonia, and plans to establish its first rental store in Latvia this year.

Leading figures

Also on the judging panel is Pierre Boels, the current President of the European Rental Association (ERA) and CEO of Netherlands-based Boels Rental, which was founded by his father in 1977.

Boels joined the company in 1980 and took over management in 1996. Since then, he has overseen a remarkable expansion, from 20 branches in 3 countries to 425 branches in 12 countries. Boels Rental is now one of the largest and most respected equipment rental companies in the world.

Jaap Fluit, General Manager of Dutch power rental specialist Bredenoord, trained as an electrical engineer and started at the company in 1997. He soon became Manager of the company's rental business before being appointed General Manager in 2005.

Bredenoord won the Large Rental Company of the Year award in the 2019 European Rental Awards for leading the way in innovative battery-powered rental solutions and steadily growing its rental operations over the years.

Karel Huijsers of JLG Industries is also on the judging panel. He has been the General Manager and Vice

President of EMEA (Europe, the Middle East and Africa) since the end of 2012 and was recently chosen as the Vice President of IPAF.

As a senior figure with one of the largest manufacturers of access equipment, Huijsers has a deep understanding of the rental market, into which the vast majority of the company's machines are sold.

This year's panel once again includes Murray Pollok, Managing Editor of International Rental News (IRN), who plays a key role in organising the awards.

Pollok has worked as a journalist at KHL Group for 26 years, during which time he spent 10 years as Editor of Access International before becoming the launch Editor of IRN. For the past six years he has been the title's Managing Editor.

The non-voting chair is Michel Petitjean, who has been Secretary General of the European ERA since its creation in 2006.

The ERA has taken a leading role in helping to develop the European rental market. Petitjean oversees the association's day-to-day activities, organises the annual convention and helps develop statistics for the European market. **IRN**

Key information

DEADLINE FOR ENTRIES:

Friday 28 February, 2020

E-MAIL ENTRIES TO: Thomas Allen, Editor IRN: thomas.allen@khl.com

JUDGES' MEETING: Thursday 26 March, 2020

AWARDS DINNER: Wednesday 10 June 2020

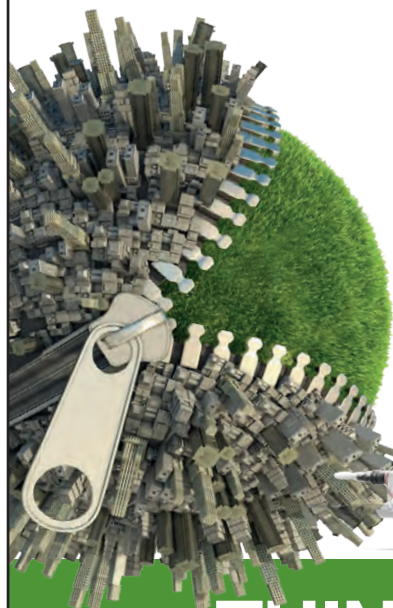
ENTRY FORMS: www.khl.com/rentalawards

ERA CONVENTION: 10-11 June, 2020, Maastricht, the Netherlands

ORGANISERS: International Rental News (IRN) and the European Rental Association (ERA)



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WHEN: 9-11 June, 2020

WHERE: MECC Maastricht, the Netherlands

WEBSITES:

www.IREshow.com

www.apexshow.com

A record 1,600 delegates attended the last IRE show, in 2017

Time to gear up



With the 2020 International Rental Exhibition just around the corner, Thomas Allen outlines what the four-in-one event has to offer visitors

The fifth edition of the International Rental Exhibition (IRE) will be taking place at the MECC venue in Maastricht, the Netherlands, between 9 and 11 June, 2020.

The show offers four events in one as IRE will be held in conjunction with the 10th APEX aerial platform exhibition and the annual European Rental Association (ERA) Convention.

The convention will be held on 10 and 11 June, with the European Rental Awards taking place on the evening of the 10th.

The exhibition centre itself is situated at the heart of Europe's road and rail network, and free shuttle buses will run regularly between MECC and Brussels and Dusseldorf international airports.

The IRE show represents an opportunity to keep up to date with the latest industry trends, to see new technological advances, and to have face-to-face meetings with new and key suppliers.

IRE will showcase an enormous breadth of rental equipment, from compact earthmoving and light compaction equipment to gensets, lighting towers and rental software systems.

Visitors to IRE are given free access to APEX – and vice versa – which drives additional traffic to both shows. APEX is the world's largest dedicated access equipment exhibition, and at the last edition of IRE,

in 2017, a record 1,600 delegates attended the show.

Tony Kenter, Managing Director of Industrial Promotions International (IPI), which organises the show in association with *IRN* and KHL Group, with support from the ERA, said, "We are delighted that IRE will again follow the four-events-in-one format, held alongside APEX, the ERA convention and the European Rental Awards.

"That ensures IRE will attract the world's leading rental companies, including the 350-400 delegates at the ERA convention, many of whom are from Europe's largest rental businesses."

Move to Maastricht

James King, Managing Director of KHL, publisher of *IRN*, said, "The shift to Maastricht will be good for the event. Maastricht is a great place for networking – it is a compact, beautiful city – and is well connected by road and rail. The free shuttle buses from Brussels and Dusseldorf airports will make it easy for international visitors."

Recent additions to the exhibitor line-up for the 2020 exhibition include UK manufacturer JCB, telematics specialist Trackunit, German water and fuel tank supplier CEMO, Irish electric dumper manufacturer Ecovolve, and French portable compressor company MAC3.

Other big names at the show will include Yanmar, Wacker Neuson, Kaeser Kompressoren, Kohler SDMO, Thwaites, InspiHire, Trime, Generac Mobile Products, Eurogate International, and Briggs & Stratton.

For more information and to register your attendance, please visit www.IREshow.com **IRN**

Guide to the show

The March issue of *IRN* will have a preview of the show, and the combined April-May issue will include a show guide, giving you a more detailed idea of what to expect at the 2020 IRE show.

You can also keep up to date on www.khl.com and on our social media channels:

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 International Rental Exhibition - IRE

IRE hashtag: #IREShow2020

To register your attendance, please visit www.IREshow.com

With the showground's footprint being expanded, this year's ConExpo offers all the more space for machine launches. Thomas Allen suggests some highlights to look out for

Going big in the US

Expect to see some major changes at this year's ConExpo construction equipment show in Las Vegas, US.

Where the Gold Lot was formerly a parking lot across the road from the Convention Center, it has been moved to make way for expansion of the centre. Show organiser Association of Equipment Manufacturers (AEM) has added the Las Vegas Festival Grounds to replace the space lost from the Gold Lot. It is a large area on the Las Vegas Strip adjacent to the Circus Circus Hotel.

"AEM is very excited about expanding the show footprint of ConExpo-Con/Agg," commented Dana Wuesthoff, AEM Vice President of exhibitions and event services. "In the meantime, the ConExpo-Con/Agg show team is working with show planning committees to develop a comprehensive plan to ensure co-ordination between the Convention Center and the Festival Grounds."

Wuesthoff explained that the organisers would ensure connectivity between the Las Vegas Convention Center and the Las Vegas Festival

Grounds to help attendees and exhibitors easily navigate all areas of the show.

The 2020 show's connected campus will include "new and expanded transportation, attendee experiences and registration locations," organisers said. Features will include multi-site drop off locations for shuttles, complementary monorail passes, golf cart shuttles, among other transport options.



Show details

WHAT: North America's largest construction trade show representing asphalt, aggregates, concrete, earthmoving, lifting, mining, utilities and more

WHEN: 10 to 14 March, 2020

WHERE: Las Vegas, Nevada, US

SHOW HOURS: Tuesday to Friday: 09.00 to 17.00; Saturday: 09.00 to 15.00

REGISTRATION: To register for a badge, purchase education or to book a hotel room, see: www.conexpoconagg.com/visit/registration-and-pricing. The early bird pricing deadline is 17 January 2020. The advance price deadline is 9 March 2020. Standard pricing begins 10 March 2020

FREQUENTLY ASKED QUESTIONS: www.conexpoconagg.com/visit/attendee-faq

Future workforce

The hot topic of attracting new people to the industry and then retaining them is addressed in the Workforce Solutions area of the show. AEM has organised this area of the show for employers hoping to connect with potential candidates and present a positive brand image. Visitors, exhibitors, association members, job seekers and students are all invited to participate. In doing so they will learn about the industry.

"It's critical for the equipment manufacturing industry and the construction market it serves to do what it takes to engage the workforce of tomorrow to consider embarking on a career in the skilled trades," said AEM Director of Workforce Development Julie Davis. "Our Workforce Solutions Area will provide a uniquely valuable opportunity to learn how to make a memorable connection with young people by tapping into kinesthetic learning methods that excite a hands-on workforce."

On show

ConExpo 2020 will be an opportunity for manufacturers to launch all sorts of new equipment.

CATERPILLAR, for instance, will have 30 machines on display, nine of which will be new products from its dozer, excavator, articulated truck and backhoe loader lines.

The US manufacturer's 5,574m² space (stand F445) will be in the show's new outdoor Festival Grounds and it will include an Operator's Stadium, where the finals of the Global Operator Challenge and equipment demonstrations will take place.

Caterpillar will have static displays, an equipment demonstration area, and new services and technologies on show at ConExpo, all under the theme of "Your Work Matters".

Among the new equipment on display will be the new center-pivot 420XE backhoe loader, which now has seat-mounted controls for low-effort machine control to boost operator efficiency and reduce fatigue. Productivity is enhanced by the Dual Mode operation, while parallel lift is made possible by the

electronic loader controls. The 420XE also has a new IT quick coupler that speeds up the process of changing between attachments.

Caterpillar will also be revealing five new wheeled, small, medium and large hydraulic excavator models.

The new Cat M318 wheeled excavator was said to improve operator efficiency by up to 45% with Cat Grade, E-Fence and Payload options. In addition, its longer service intervals help to deliver up to a 10% reduction in maintenance costs.

Similarly, the simple design of the new 313 GC

Cat's new center-pivot 420XE backhoe loader now has seat-mounted controls





How the 2020 show's footprint will look. Note the extra area in the north west corner. This year's show will have expanded transportation



delivers low ownership and operating costs because it is easy to operate and maintain. Meanwhile, the new 315 boasts a 13% larger cab and improved performance with up to 10% more swing torque and up to 14% more drawbar pull than previous models.

The advanced engine technology and control system on the new 325 medium excavator reduces fuel consumption by up to 25%, says Caterpillar, while a combination of lower engine speed with high hydraulic pump pressure and flow delivers more work per unit of fuel. Once again, extended maintenance intervals reduce maintenance costs by up to 20%.

Caterpillar's new 395 excavator is built to move material quickly and efficiently. Promising 10% more swing torque and 10% more stick force than the model it replaces, the model delivers faster cycle times with larger buckets for greater groundbreaking power. Cat Payload also comes as standard so operators can validate production at the end of each

shift. Maintenance costs are lowered by up to 20% due to extended service intervals.

Cat Productivity will also be promoted at the exhibition. It is a web-based productivity management tools that delivers payload, machine and site data from Cat Product Link, allowing performance to be compared with productivity targets, inefficiencies to be identified and machine utilisation to be maximised.

Big yet compact

Meanwhile, on stand F2548, **WACKER NEUSON** will be introducing the largest wheeled loader in its portfolio: the WL95.

The new articulated wheeled loader is the company's first heavy-duty model to be introduced in this size class.

Built for performance and operator comfort, the WL95 has a variable hydrostatic transmission that provides good traction and high travel speeds of up to 12.4 mph, and it has a straight bucket tipping load of up to 6,530kg.

In line with the Wacker Neuson tradition of offering machines with a compact design, the WL95 offers a tight turning radius and generous steering angle. The articulated joint and a pendulum axle at the rear ensures optimum maneuverability and traction. The WL95 offers return-to-dig function, ride control and a reversing fan as standard.

The cab provides good legroom, a comfortable

operator seat and a clear view of attachments. The operator's console features a multifunctional joystick and a jog dial for easy adjustment of the hydraulic flow rate to the attachment. The 18cm color display keeps the operator informed of all the machine's functions.

The WL95 is powered by a 101kW Deutz 3.61 engine with a Diesel Oxidation Catalyst (DOC) and Selective Catalytic Reduction (SCR) aftertreatment system, providing a standard auxiliary hydraulic flow of 117 litres per minute. Daily and regular service access is made easy with a wide-opening engine hood and removable fenders, which make it easy to reach hydraulic and electrical components.

LIEBHERR is celebrating its 50th anniversary of operating in the US. The company is opening an expanded US headquarters in Newport News, >



The new WL95 is the largest wheeled loader in Wacker Neuson's portfolio

2,800
number of
exhibitors

232,000m²
area covered by
the show

150
education
sessions

150
countries
represented

Further learning

A comprehensive programme of education sessions and seminars will be running from Tuesday to Friday during the show. The programme is grouped into 10 tracks, including one titled Equipment Management and Maintenance, one called Technology Solutions and another on safety.

There are three levels of education passes, including an All Access Pass that gives access to the show and access to all education sessions. The All Access Pass Plus includes access to the show, all education sessions and a USB memory stick with most session recordings. There is also an option that does not include access to the show and must be purchased separately.

Virginia, this year. The new facilities will add 2,330m² of space for employees in sales, service and product support. The move was said to demonstrate Liebherr's long-term commitment to the US market, positioning it to serve customers for the next 50 years.

Approximately 30 types of construction equipment

will be displayed on Liebherr's stand. The manufacturer will be showcasing a selection of earthmoving and construction equipment on its outdoor stand (F5258) in the Festival Grounds, and on stand S84321 in the South Hall the company will be exhibiting a range of components for mechanical, hydraulic and electric drive systems.

Altogether, Liebherr will be covering an area of 4,900m², and the new machines on display will include excavators, cranes and intelligent assistance systems.

Two new additions to Liebherr's Generation 8 crawler excavator series – the R 926 and R 938 – will be exhibited for the first time in America.

The highlights of the new crawler excavator generation include higher engine power, a heavier counterweight for higher bucket capacities, and minimal fuel consumption. One innovative new feature is the modified piece at the top of the boom, which leads to better performance and equipment forces while reducing the operating weight of the machine.

Another feature is the optimised load curve, which yields reduced fuel consumption. These machines have been specially designed to provide extra



comfort and safety for the operator, as well as enhanced ergonomics and performance on the job site.

In a North American premiere, Liebherr will also be showcasing its new assistance systems for wheeled loaders.

Four wheeled loaders will be at the show, including the L 566 XPower with power-split travel drive. Liebherr installs this drive as standard on its large XPower wheeled loaders. It combines short loading cycles with optimal hydrostatic drive with the mechanical drive, the benefits of which come into effect over long distances and up hills. The L 566 XPower is also equipped with various new assistance systems, which include active personnel detection, adaptive working lighting, an integrated tyre pressure monitoring system and the weighing system with Truck Payload Assist. The L 566 XPower also has the new joystick steering for wheeled loaders.

New facilities

Another manufacturer opening new facilities in the US is **AMMANN**. Gilvan Pereira, Managing Director of Ammann America, said, "This past year we've opened a new facility in Davie, Florida, to be closer to American customers."

The 6,500m² facility houses staff, a warehouse, a



Ditch Witch's new full-size stand-on SK3000 skid steer will be on stand C31857

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Among the heavy compaction equipment on Ammann's stand will be the company's most recent generation of soil compactors, the ARS 70 and ARS 110

reserved for traditional skid steers.

As the largest and most powerful unit in the Ditch Witch family of stand-on skid steers, the SK3000 features an operating capacity of 1,400kg. The unit delivers 2,500kg of breakout force to help operators lift and move heavy loads with a bucket. Weighing in at just 3,450kg, the machine can be transported to and from jobsites by operators without a Commercial Driver's License (CDL), making it a renter-friendly option.

Ditch Witch will also showcase its new HX30G

vacuum excavator. Built to be powerful and productive while remaining affordable, the HX30G boasts high-profile power in a low-profile design that can easily navigate through congested urban and residential jobsites.

The HX30G is powered by a 23kW Vanguard gas engine for optimal suction power and features a 542cfm blower, 3,000psi water pressure and 4.2gpm water flow to help increase productivity on the job.

The vacuum excavator comes with the choice of a 1,890 or 3,030 litre tank for a variety of job requirements. The machine is also available in a variety of trailer configurations, including the new Ditch Witch VT9 trailer, which, when equipped with the 1,890 litre tank, does not require a CDL to transport.

IRN

training centre and an outdoor area for asphalt plants and compactors.

Pereira added, "We've also added depth to our product line, which we are eager to showcase at ConExpo 2020."

At booth S5254 in the Silver Lot, Ammann will be displaying its ACP 300 ContiHRT continuous asphalt-mixing plant, which was unveiled in October 2019 and is designed to meet the needs of the North American market.

The ContiHRT is capable of producing high-quality mix with more than 60% recycled asphalt (RAP). A patented preheating process gently warms RAP and prevents bitumen oxidation. The process also minimises fuel consumption and significantly reduces the levels of CO₂ and other pollutants.

With regard to heavy compaction equipment, Ammann will be displaying its most recent generation of soil compactors, the ARS 70 and ARS 110. They are designed to be more productive, meet the latest emissions standards, reduce fuel usage and provide valuable data that eliminates unnecessary passes of the machines on jobsites.

The compact and manoeuvrable rollers have improved turning radii and a no-rear-axle concept that positions the coolers, liquid tanks and hydraulic components in the engine compartment.

Ammann's proprietary ACEforce Intelligent Compaction system can be used to measure absolute compaction.

Also on display will be the new line of light tandem rollers: the ARX 16-2, ARX 26-2 and ARX 45-2. Their weights range from 0.9 tonnes to 4 tonnes, and the machines feature an electronic drive lever that provides advanced control and maneuverability.

The ARX compactors use an upgraded articulation joint that enables quick drum adjustment from in-line to off-set configurations, which is helpful when working close to obstructions. Also available are combination versions, which use a drum in front and pneumatic tires in the rear.

Ammann will also present its line of light compaction equipment, from rammers to walk-behind rollers.

WIRTGEN, meanwhile, will have more than 30 machines on display at ConExpo, including ten new machines that are being unveiled for the first time.

More information is yet to be revealed, but on the company's 2,800 m² booth (S5419) in the Silver Lot 1 outdoor area, the spotlight will be put on Wirtgen's latest generation of large milling machines.

DITCH WITCH will be exhibiting its latest equipment on stand C31857.

The new full-size stand-on SK3000 skid steer is designed to give operators the convenience of a stand-on machine without compromising power. It is built to handle a wide range of jobs typically

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Energy blend

There is a rising tide of hybrid generator sets.

Thomas Allen reports on interesting projects and new machine launches in the sector

The growing trend towards hybrid power in the genset sector is illustrated by a project currently being undertaken by Aggreko.

The temporary power specialist has signed a five-year contract with United Steel Industries to provide a 24MW gas-battery hybrid power solution for its Fujairah steel mill – the largest of its type in the United Arab Emirates (UAE). Installation began on 2 January, 2020.

This will be the first time Aggreko has delivered such a solution to an off-grid industrial complex in the Middle East. Speaking about the anticipated challenges, Andrew Boyd, Aggreko's Renewable and Storage Sales Director, says, "Designing and implementing hybrid solutions is a highly complex process. First of all, you need to know your assets and the specific requirements of your customer really well to come up with the most efficient and reliable system layout."

Aggreko has a lot of expertise and experience with solving complex energy challenges, including under high ambient conditions. In fact, the company has been present in the Middle East for 28 years.

19MW of primary power will be delivered by 13 gas generators, and the 5MW battery system will comprise five battery packs providing frequency regulation and backup power.

Boyd says, "Our gas generators and the battery system work as a team for the steel mill. The gas power plant is sole source of power, but whenever there are sudden changes in the load of the mill, for example during the start of large electric motors, the battery system kicks in within milliseconds to add extra peak power."

The batteries will also act as a backup when a generator drops off; without them, there would need to be an extra gas generator constantly running at part load to avoid instability in the plant's off-grid power supply, which would consume excessive

amounts of fuel and increase overall carbon emissions.

In fact, Aggreko is expecting to cut fuel costs by 49% and significantly reduce CO₂ emissions.

The savings will be driven in part by the use of Aggreko's proprietary monitoring software, Remote Monitoring System, which optimises the battery energy storage system (BESS); "The monitoring software is a critical part of Aggreko's offer and allows us to anticipate issues before they happen as well as enabling accurate decision-making, which maximises fuel efficiency," says Boyd.

When asked why hybrid gas-battery solutions are being used now, he says, "Natural gas has lower costs of energy and lower levels of carbon emissions, making it an ideal fuel for this project. The addition of the battery system to the design brings both efficiency and reliable high-quality power for the customer."

Driving down emissions

The increasing popularity of hybrid energy is helped by the drive to reduce emissions.

Although emissions regulations – such as Tier 4 in the US and Stage V in Europe – require that particulate matter and nitrogen oxide emissions be reduced, they do nothing to cut CO₂ emissions, according to Tim Doling, Global Director of Business Development at US-based genset supplier Powr2.

"In fact, many Tier 4 generators, in order to prevent operational issues, have built-in load banks or heating devices that add a parasitic load and thereby burn more fuel and create more emissions," says Doling.

This has led companies to look for cleaner alternatives, such as energy storage and hybrid.

Powr2 offers its hybrid Powrbank, which is essentially a large battery system, to be installed between a diesel generator and the load. It



Tim Doling, Global Director of Business Development at Powr2

automatically senses the load and turns the generator off during periods of low load and turns it back on to handle peak loads or to recharge the battery.

The introduction of energy storage has also allowed for the harvesting of renewable sources such as solar.

Doling says the benefits include a reduction in fuel usage, lower emissions, fewer service intervals and less downtime. Other benefits for rental companies in particular are the elimination of wet stacking, fewer service calls and visibility of what the load is through Powr2's remote management software.

So what is delaying the adoption of hybrid technology?

The main issue for rental companies is the question of how to monetise these products.

Doling gives the four main revenue streams of genset rental as follows: the basic rental rate; additional shift rental for running longer than eight hours; additional service charges for maintenance; and revenue from fuel supply. Using a hybrid power unit can reduce or even eliminate three of these.

"For example, if you rent a generator for \$1,500 a month and the client wants to run it 24/7, you can double the rental rate to \$3,000. As he is running it 24/7, you will need to service it twice a month at a cost of \$250 per time. You will also be selling him fuel at \$4 a gallon at a burn rate of 1 gallon an hour. On average, this will allow you to bill \$2,688 in fuel. So the total income will be \$6,188," says Doling.

In contrast, Doling says, "If you add the Hybrid Powrbank, the generator run time will only be four



Powr2's Powrbank is installed between a diesel generator and the load



An Aggreko battery storage system installation in progress at the Fujairah steel mill

critical concerns for devices of this kind, including prolonged, uninterrupted operation, absence of supervision, noise output and unknown load requirements.

"Brilliant solutions were developed thanks to thousands of hours of co-design work."

Alessandro Zilli, Power Generation Marketing Manager at FPT, said of the 8.7 litre, 300kVA engine, "It produces one of the highest specific powers on the market, so customers enjoy many important benefits with regard to its compact size, with obvious knock-on effects in terms of installation inside the total footprint and canopy of the genset itself."

Energy Rental, based in Vomodrone, north east of Milan, has been renting power for more than 30 years. It specialises in renting to the events and broadcasting sectors.

At Himoina's recent European Convention, which brought together the company's distributor network, EMEA Region Director Guillermo Elum stressed the importance of the European market, where Himoina has been active for more than 25 years.

"Europe is one of our main markets, it accounts for more than a third of our global turnover; it is a highly specialised market for which we work alongside our distributors in order to be able to offer the maximum quality that the market demands," he says.

Subject to regularly updated emissions and energy efficiency regulations, the European market is constantly presenting new challenges to which Himoina must respond.

Himoina has been working to meet the growing demand for gensets with environmentally friendly engines managed by smart power controllers.

The company's new S5 gas and diesel gensets incorporate a range of features to make them more technologically advanced and more competitive in the European rental market.

The diesel models are powered by Stage V engines from Yanmar, Scania and FPT, and they use a new aftertreatment system to ensure compliance with EU regulations for non-road mobile machinery (NRMM).

Meanwhile, the gas models, which offer similar characteristics to the diesel machines, are claimed by Himoina to be the first gas gensets in the world to include an internal LPG (liquid petroleum gas) tank.

All S5 models have control units that safely and efficiently coordinate with the control units of the new Stage V engines. Himoina's controllers incorporate an electrical mechanism that allows the generators to synchronise and work in parallel.

Himoina's S5 gensets can be managed via Himoina's fleet manager

hours a day instead of 24, so you can only charge single shift. You will now only need to service the generator every two months and the fuel burn will be lower at 2.5 gallons for 4 hours on each 24 hour period. So the new revenue looks like this: \$1,500 as the rental rate, plus \$125 for servicing, plus \$1,120 for fuel, giving a total of \$2,745. That's a reduction of \$3,443 in revenue from my previous rental."

So the question is whether the rental revenue from a hybrid genset can replace what has been lost.

Policy change

For one thing, the climate change movement is impacting policy and so a growing number of contractors have sustainability targets to meet and they are increasingly demanding hybrid solutions to reduce carbon emissions on construction sites. Further to this, hybrid solutions generate much less noise, which can be important for nighttime work.

Doling also points out that revenue from fuel is often low-margin. Indeed, some rental companies avoid selling fuel altogether.

"In addition, hybrids have a lower total cost of ownership because they are virtually maintenance-free. By using battery cells rated for 10,000 discharges, the asset life can be extended to more than ten years."

Something else to consider is the fact that revenue from servicing is not always profitable. Doling adds, "Skilled service labour is getting harder to find, so any reduction in servicing is an operational benefit."

Finally, when it comes to selling used gensets, hybrids will fetch a higher price because they will have been running for fewer hours.

Italian mobile generator rental company Energy Rental recently worked in collaboration with FPT Industrial, Sices and Riello UPS to create a new hybrid, Stage V compliant 300kVA diesel-powered mobile generator.

The system integrates two high-efficiency UPS

(uninterrupted power supply) modules with two high-performance battery systems and FPT Industrial's 8.7 litre Cursor 9 engine, which is compliant with EU Stage V emissions standards due to its use of FPT's trademark HI-SCR2 technology.

The battery systems can be powered from the grid or by renewable sources such as photovoltaic panels.

The genset features a remote monitoring device that allows users to see the unit's location and operating status in real time online.

Alessandro De Berti, Business Development Manager of Milan-based Energy Rental, says, "The idea of this generator originated from the profound desire to guarantee the highest level of innovation and involve a group of leading companies in developing a 100% Italian-built system which, in a world-first, would enable combined and also independent use of a zero-emission UPS and a diesel generator."

Christian Piazzalunga, Sales Operations at control systems manufacturer Sices, says, "The new solutions this system adopts are the outcome of a thorough analysis of the



Himoina's EMEA Region Director Guillermo Elum speaking at the company's European Convention



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The new units are also manufactured in compliance with the EU's RoHS 2 Directive for the reduction of electronic materials that contain harmful substances.

As an optional extra, the S5 gensets can be managed via Himoinsa's fleet manager kit, which gives access to all the data generated by the control units of gensets that have had a C2Cloud communication device installed in them. With this, vital machine statistics, such as GPS location, CSV reports, fuel levels, and maintenance alerts, can be accessed around the clock through a PC, tablet or mobile device.

Up to 15 gensets can be managed simultaneously, and a maximum of 10 different telephone numbers can be supported with notifications and control permissions.

As parts of Himoinsa's expansion beyond Europe, it has established a strategic alliance with Australian company Generator Power (GP), which sells and rents power solutions across the country and is now a subsidiary of Himoinsa.

Committed expansion

Marco Perillo, APAC (Asia-Pacific) Region Head at Himoinsa, says, "It is a solid commitment of the company's expansion in APAC where Himoinsa has been operating for more than 20 years."

This adds to Himoinsa's established subsidiary in Singapore and production centre in China.

Demand for gensets in the Australian market is driven by the mining industry and the growing hospitality and service sectors.



Doosan Portable Power's new G20 generator

Although mining has suffered a dip in recent years, a recovery in prices, especially for iron ore, has triggered an upturn, which has in turn positively affected the genset market. According to Himoinsa, the value of the diesel genset market in Australia is expected to reach AU\$765.4 million by 2022.

Tetsuya Yamamoto, Managing Director of Himoinsa's parent company Yanmar and Chairman of Yanmar Energy System, says, "Australia values more sophisticated engineering and service capabilities. Himoinsa/Yanmar can help GP strengthen its product line-up, engineering capability to increase its presence in large projects, and to expand into other geographical areas."

Generator Power has locations in Sydney and Brisbane, with plans to open more.

In response to Stage V, Doosan Portable Power has recently introduced the new G20 generator, which complies with the latest EU emissions regulations.

Providing a prime power output of 19kVA, the new G20 model is powered by Yanmar's 4TNV88 18kW diesel engine.

Of particular interest for the rental market, the fuel tank configuration on the G20 generator ensures autonomy of at least 47 hours at 75% of the load. Safe and easy access to operation and maintenance areas has been a priority in the genset's design.

One user-friendly feature is the electrical control and power compartment, which has been designed

APR Energy acquired by Seaspan

Global power rental company APR Energy is being acquired for US\$750 million by container ship operator Seaspan Corp.

The deal values the US-based energy company at \$425 million and incorporates \$325 million of APR debt. APR, which ranked 53rd in this year's IRN100 and has a fleet of gas turbines and other power generation equipment, is being purchased in an all-stock transaction valued at \$11.10 per share.

Seaspan, which runs a fleet of 112 container ships and reported 2018 revenues of US\$1.1 billion, has created a new holding company called Atlas Corp, which will become the parent company of Seaspan and APR.

Chuck Ferry, CEO of APR, said, "APR is excited to be joining the Atlas team. We know this will provide a significant opportunity to remain the best-in-class for delivering fast power while expanding our efforts into renewable, alternative fuels, and other longer-term power projects."

With this acquisition, Atlas intends to capitalise on what it says are 'favourable market conditions' for fast-track power generation. The company says demand for power is growing in emerging markets, there is a transition to non-baseload power sources, and natural disasters are increasingly causing power grid disruption.

David Sokol, Chairman of Seaspan's Board, said the transaction would be "transformative" for the business; "We are bringing together two leading, integrated platforms, in two industries in which we have long-term confidence – maritime and energy."

"APR has built a compelling business with contracted cash flows and a focused management team, led by their talented CEO Charles 'Chuck' Ferry. The addition of APR to Atlas will diversify our cash flows and expand our asset portfolio. We now have significant runway to deploy capital into two attractive businesses where scale and operational transparency can generate long-term shareholder value through cycles."

The acquisition is expected to be completed in the first quarter of 2020.



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to meet high safety, reliability and flexibility requirements. All control functions are grouped together on the 4510 Deep Sea Electronics operator control panel, displaying critical operating parameters at a glance.

Doosan Portable Power will continue to offer the company's existing generator range running from the G30IIIA to the largest G500IIIA model.

The manufacturer has also introduced a generator option that can eliminate the potential for wet-stacking (when unburned fuel passes into the exhaust system) and the associated damage and performance issues it can cause for diesel generators.

The internally-packaged Intelligent Load Management System (ILMS) option improves machine performance and decreases potential downtime associated with Tier 4 compliant mobile generators in light load and fluctuating demand applications.

The ILMS option automatically adjusts the engine and exhaust temperature with supplemental heat to ensure the generator operates at full capacity regardless of load demands. It avoids the forced downtime caused by load bank testing, which is another method for resolving wet-stacking issues

The new C-Genset range from Inmesol has cylindrical canopies

that requires the generator to be connected to an external device.

The system, which requires no operator control or monitoring, is compatible with any voltage output produced by the generator, meeting the needs of a variety of applications with no special setup required.

Reducing fuel costs

Compared with other methods that require supplemental loads to be added, the ILMS technology helps to reduce fuel costs. It is a suitable option for rental applications where load demands are either unknown or incorrectly sized. For applications with fluctuating power demands, the system can instantly respond to ensure full capacity is available in the event of a sudden heavy load demand.

Doosan Portable Power offers the Intelligent Load



Management System (ILMS) option across its small to mid-size generator lineup and select large generator models, including the G25, G40, G50, G70, G125, G150, G190, G240 and G325 models.

At the 2020 United Rentals Supplier Show held at the start of January, Cummins debuted its new 500kW mobile genset.

The Tier 4 Final-compliant C500D6RE, which is the latest addition to Cummins' existing Tier 4 Final-certified mobile power product portfolio, is powered by Cummins' Tier 4 Final 15 litre QXS15 engine. The engine meets the emissions standards without the need for a Diesel Particulate Filter (DPF), making for easier servicing, lower emissions and better performance, according to the company.

The model is fitted with a Cummins Stamford alternator, as well as Cummins' PowerCommand 3.3 controller with Masterless Load Demand (MLD) technology. This allows for units of different sizes to parallel together and adjust the required power output in response to variable load demands, maximising efficiency.

While the new generator set can operate in high ambient temperatures, it is also available with a cold weather package that allows power to be delivered reliably in low ambient environments. The generator's enclosure is capable of withstanding extreme weather conditions, while a full sound attenuation package minimises the generator's noise levels.

John Gibbons, General Manager of Cummins North America Mobile Power Business, says, "Alongside the newly released 100kW and 70kW models, Cummins is now able to offer a mobile power range from 70 to 500 kW in strategic power nodes."

Following the launch of the SMC Genpac 6 and 10 in 2019, Morris Site Machinery has added six additional models to its SMC Genpac range, broadening the offering to between 6 and 200kVA.

The super-silent SMC Genpac 6 is a durable single-phase generator with a run time of 20 hours. Weighing in at 226kg when fully fuelled, it can be manoeuvred by a single operator with its wheelbarrow base.

The compact SMC Genpac 10 was developed to meet demand for a more efficient, smaller machine. The robust single-phase generator has a 30 litre fuel tank that can run for up to 15 hours at 75% load and an easy access canopy. Its Kubota water-cooled diesel engine was said to be recognised for its reliability as well as its quieter running at 1,500rpm.

Meanwhile, Inmesol has launched its new C-Genset range of generators, which have cylindrical canopies to reduce the volume and weight of the gensets.

In addition, material consumption in the manufacture of the new canopy is reduced in weight by 20% and in volume by 40%.

The new canopy maintains all the services of a conventional genset of the same power.

The 50Hz range comprises the CCK-033 with or without ats (automatic transfer switch), the CCK-044 with or without ats, and the CCD-066 with or without ats.

Meanwhile, the 60Hz range comprises the CCK-041 (480/277V), CCK-041 (220/127V), CCD-070 (220/127V), and CCD-070 (480/277V).

The new models are available globally.

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Atlas Copco weathering Brexit

Atlas Copco Power Technique UK has seen a levelling off of demand from UK rental companies in recent months, according to Kevin Prince, General Manager of the division.

At an event celebrating Atlas Copco's 100-year anniversary of operating in the UK, he told IRN that Brexit uncertainty was largely to blame for a slowdown in the UK construction sector.

"This has had a knock-on effect for rental companies, who have seen a drop in equipment utilisation rates and are therefore holding off on investing in new equipment," Prince said.

It is hoped that Brexit will be over and done with before long, so that the UK can move on.

Another challenge highlighted by Prince was the phasing in of EU Stage V emissions regulations.

Atlas Copco has until mid-2020 to buy non-compliant engines, and until the end of 2020 to sell equipment fitted with these engines. So the company must decide how many non-compliant engines to invest in.

At present, demand from UK rental companies for Stage V compliant equipment is relatively low since there are few low-emissions zones. This is expected to change though.

"As emissions zones are introduced in other major cities in the UK, contractors will be obliged by legislation to use Stage V machines, meaning that rental companies will want to supply them," said Prince.

At the centenary event, Atlas Copco's CEO Mats Rahmström spoke of major trends in the industry – not just in the UK but across the world.

Among them was of course digitalisation. The manufacturer is increasingly adopting smart technology that allows data to be collected on its equipment, with 130,000 of its compressors now connected.

This creates the potential to improve operational efficiency and provide predictive maintenance. And the roll-out of 5G (fifth generation mobile networks) will broaden the scope of such applications.

The topic of the skills shortage was also addressed, with Alex Bongaerts, Vice President Holding and Finance Director Atlas Copco Airpower, speaking about the company's 'Year in the Industry' initiative, which offers university students the opportunity to spend a year working at Atlas Copco during their studies.

Atlas Copco, founded in 1873, entered the UK market in 1919. It now generates revenues of around £1 billion and employs 2,500 people in the UK.



From left: Alexander Pavlov, General Manager, Compressor Technique UK and Ireland; Kevin Prince, General Manager, Power Technique UK and Ireland; Alex Bongaerts, Vice President Holding and Finance Director Airpower; and James McAllister, General Manager, Industrial Technique UK

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Open for business

The doors to this year's edition of the ARA Show will soon be opening to delegates from around the world, and the market is looking strong. Thomas Allen reports

This year's ARA Show is the 64th edition of the annual rental exhibition and it will be held in Orlando, Florida, home of Walt Disney World.

Delegates from across the US and almost 40 countries around the world will descend on the Orange County Convention Centre to see what the more than 700 exhibitors have to show.

The exhibition will be taking place against the backdrop of a strong, if slightly slowing, market.

Although the American Rental Association (ARA) marginally downgraded its quarterly growth forecast for the North American equipment and event rental industry in its most recent forecast, rental revenues are still expected to outpace economic growth.

In the US in particular, annual GDP (gross domestic product) growth slowed from 3.1% in the first quarter to 2% in the second quarter of the year. The growth rate in the third quarter is estimated to be 1.9%.

According to IHS Markit, the forecasting firm that compiles data for the ARA and its ARA Rentalytics

subscription service, new tariffs on US-China trade flows and diminishing fiscal stimulus could contribute to a slowdown in annual real GDP growth from 2.3% in 2019 to 2% in 2020 and 2021, and 1.7% in 2022.

Continuing to perform well

"Despite signs of a slowing economy, the equipment and event rental industry continues to perform well," says John McClelland, ARA Vice President for Government Affairs and Chief Economist. "The most important thing for rental companies to do is continue to execute their business plans and aggressively manage their operations."

He adds, "With chances of a recession in the next 12 months relatively low at 35%, rental businesses should be able to continue to grow revenues and maintain strong balance sheets."

Scott Hazelton, Managing



Director,

Show details

WHAT: ARA Show 2020

WHERE: Orange County Convention Centre, Orlando, Florida, US

WHEN: 10-12 February, 2020

OPENING HOURS:

Monday 10th February – 9:30-17:00

Tuesday 11th February – 9:00-17:00

Wednesday 12th February – 9:00-13:00

WEBSITE:

www.arashow.org

IHS Markit, adds to this saying the next 12-18 months will feature significant uncertainty around trade and fiscal policy, compounded by US elections.

"Rental firms are well positioned for uncertain times. The reluctance of companies to invest in new equipment under these circumstances, combined with a still expanding economy, suggests that the opportunities for equipment rental will continue to grow, albeit at a slower pace than the past few years," Hazelton says.

IRN

Product highlights



Caterpillar's 301.7 CR mini excavator will be on stand 5475



The EC60E compact excavator will be on Volvo CE's stand, number 3292



Vanguard's Commercial Lithium-Ion Battery will be on stand 1484



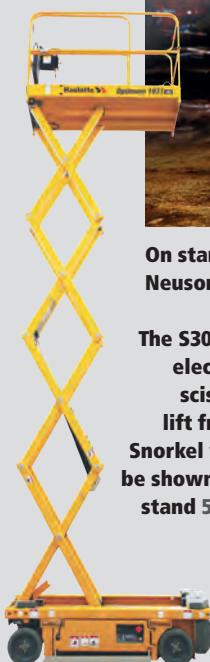
The WALi Compact lighting tower from Waco will be on stand 4270



Point of Rental will be showcasing its new ONE App at stand 2481



Haulotte's Optimum 1931AC electric scissor lift will be on stand 4870



The GS-4655 scissor lift will be shown on Genie's stand, 4214



On stand 5034 will be Wacker Neuson's LTV4K lighting tower

The S3019E electric scissor lift from Snorkel will be shown on stand 5416





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The exhibition will once again be held at the Ricoh Arena in Coventry.
Thomas Allen **reports**

The home of hire

With 160 exhibitors, including 20 companies making their show debut, there is no better opportunity than the 2020 Executive Hire Show (EHS) for rental companies to find the equipment they need as they prepare for a busy year ahead.

This year's EHS is taking place on 5 and 6 February, 2020, at its established home: the Ricoh Arena in Coventry. The organisers have reported that, to date, the show is 99% sold.

The exhibition has become a magnet for rental industry professionals and each year its support grows as the biggest suppliers to the UK rental industry commit to exhibit. The show may only be a two-day event, but its reach and its influence continue throughout the rental industry during the year.

New exhibitors

This year the show is set to welcome 20 new exhibitors, which include Pop Up Products, Northwest Radio Communications, Globestock Safety Equipment, AJ Power, Cumberland Platforms, GYS Welding Equipment and Milwaukee.

Pop Up Products is an independent British company providing low-level access equipment. Ben Sly, the company's National Account Manager, explained why the company is coming to the show, saying, "The Hire show is a fantastic platform for us to be able to showcase our brand and range of products to engage with new and existing customers to improve their access product offering."

Ben added, "Over the last few years it has been a tough industry and we believe that the corner has been turned, and with this in mind we are looking to invest in new innovative products, along with improving our current range, so customer input is essential for this."

Anna Ramsden, Marketing and Events at access platform specialist Cumberland Platforms – another new addition to the event – said, "We have chosen to exhibit at the Executive Hire Show as we are

looking to target the hire and rental market with a full range of innovations.

"These include very compact, fully electric access equipment up to 7 tonnes and van mounted equipment. CPL feel that The Hire Show is a great place to not only meet potential new customers but to also demonstrate some of the range we can offer."

Perfect for rental

Another new exhibitor is GYS. The company's Marketing Manager Steve George says, "We are Europe's largest manufacturer of Welding Equipment and we have the widest range of dual voltage (110V/240V) machines available today – which are perfect for the tool hire industry. GYS see the Executive Hire Show as an ideal opportunity to showcase our range of products to key influencers from the hire industry."

A full exhibitor list can be found online at www.executivehireshow.co.uk

Visitors to the EHS can also expect to see the latest equipment and machinery on offer from big brands such as JCB,

Pop Up Products – a new exhibitor at EHS – provides low-level access equipment



Big brands one show at EHS will include JCB, which will be exhibiting the fast-charge version of its fully electric 19C-1E mini excavator

Show details

WHAT: Executive Hire Show 2020

WHERE: Ricoh Arena, Coventry, UK

WHEN: 5-6 February, 2020

OPENING HOURS:

Wednesday 5th February – 9:00-17:00

Thursday 6 February – 9:00-16:00

WEBSITE:

www.executivehireshow.co.uk



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Supporting role

Prop rental firm Groundforce helps Franki Foundations adapt to changing plans on a major project in the heart of Brussels. Thomas Allen reports

As prefabricated props gain in popularity on the continent in Europe, their advantages over structural steel supports are being demonstrated on a construction site in the Belgian capital of Brussels.

As part of the city's BXL20/21 project, a new administrative centre, Brucity, is being built in the heart of the metropolis.

Once the pre-existing building was demolished, the contractor Franki Foundations Belgium set to work laying the foundations at the end of 2018.

An excavation measuring 163m long, 32m wide and 10m deep has been dug, and props rented from Groundforce – a subsidiary of Vp plc – have been installed. Franki and Groundforce have been working on the project from the beginning, which Peter Richardson, Groundforce's Director of Major Projects in Europe, said has helped to ensure that the whole engineering solution is optimised.

"It is not only the design of the props that must be optimised but also the design of the walls," says

Richardson. "Often, Groundforce isn't involved from the start and then the solution isn't optimised."

Richardson has been with Groundforce since 2008 and assumed his current position at the company five years ago. Prior to joining the firm, he was Operations Director at Japanese manufacturer Giken.

Outside of the UK, Groundforce operates in Germany, France, Belgium, Austria, Norway, Sweden and Finland, but Richardson is only responsible for Germany, France, Belgium and Austria.

Sourcing the props

The props for the Brucity project were taken directly from a site in Paris, where Groundforce had been working on the Eria Tower at La Défense with Atlas Foundations, which is owned by Franki. They were taken to a holding yard in Mouscron, Belgium, owned by Franki's parent company Besix Group, for servicing before being delivered to Brussels.

By reusing the props from the Paris project, Franki Foundations saved money on transportation costs. The alternative would have been to return them to Groundforce depots in the UK and Germany before sending them to Brussels.

Groundforce has prop sections designed specifically for mainland Europe. The combined weight of four of its 'Eurotube' units, which measure 1,016mm in diameter and 10m in length, is just within the transportation weight limit on the continent. This provides obvious benefits over the company's longer sections that could only be transported two at a time.

Twelve MP750 type 30.5 Eurotube props and four MP750 type 13.5 Eurotube knee braces were originally supplied to the Brucity project, but then plans changed.

Adrien Dumont, the Project Manager from Franki Foundations (left), and Peter Richardson, Groundforce's Director of Major Projects in Europe (right)



Due to an archaeological study that was carried out on the site, Franki's work was delayed by five months, meaning that the props weren't installed until September 2019 and they will now be used for seven months rather than four.

The original intention was to use 12 props three times but they are now having to use 18 props twice. Half of the site will be covered with props and then, once the concreting process is finished in that half, they will be moved to the other half.

Adrien Dumont, the Project Manager from Franki Foundations, says, "This change in the propping plans was possible because the client, AG Real Estate, was flexible and open to suggestion."

It was also enabled by Groundforce, which was able to supply six additional MP750 type 30.5 Eurotube props at short notice from its depot in Lehrte, near Hannover, Germany. This is currently Groundforce's only depot in mainland Europe.

Although prefabricated props are fairly standard practice in the UK, where about 50% of shoring projects choose them over structural steel supports, it is a relatively new concept on the continent.

"In the UK, using anchors is difficult because contractors have to negotiate with every neighbour individually to get permission, which takes too long," explains Richardson. "Whereas, in Europe they don't generally need permission or they can get a general permission from the council."

However, this is changing; "The use of anchors is increasingly being penalised by councils as they increasingly see anchor taxes as a source of income."

This is having the effect of shifting the scales in favour of rented props as they become relatively less expensive.

Other advantages of prefabricated props include the speed of installation; "These props can be installed four to five times more quickly than structural steel supports," said Richardson, "Also, they are not susceptible to things like weather conditions when installing."

Structural steel needs to be welded into place on site, which depends upon skilled labour.

Groundforce is in a favourable position to tap into this market as prefabricated props become a more attractive option on the continent. **IRN**

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SaMoTer

31st INTERNATIONAL CONSTRUCTION EQUIPMENT TRADE FAIR

VERONA, ITALY | 21-25 MARCH 2020 | SAMOTER.COM

The previous edition of SaMoTer, in 2017, was visited by 53,500 people



Innovation in Italy

At this year's edition of construction equipment exhibition SaMoTer, the focus will be on new technology, pioneering designs and efficiency gains

The 31st edition of the SaMoTer construction equipment exhibition is to be held at the Veronafiere Exhibition Centre in Verona, Italy, between 21 and 25 March, 2020.

Organised by Veronafiere, this year's show will have a special focus on 'Technology, Innovation, Efficiency', in recognition of the fact that new technologies are enabling the automation of construction activities, helping to enhance efficiency and allowing hazardous tasks to be managed more safely. SaMoTer will also be offering insights into how construction sites of the future might be altered by Industry 4.0.

The event is held every three years – since an agreement was made with the Committee for European Construction Equipment (CECE) to alternate it with Bauma in Munich and Intermat in Paris – and this year the dates have been moved from February to March, which should give visitors greater use of the outdoor and demo areas.

All construction equipment sectors will be represented, including earthmoving, access, demolition, concrete, components and drilling, and there will be an area dedicated to rental that is being organised in collaboration with Italian rental association Assodimi.

Among the big names exhibiting at the 2020 show will be Liebherr, Wacker Neuson, Bobcat, Doosan, Hyundai, Komatsu, Sany, Takeuchi, Yanmar and Venieri.

As well as an opportunity to showcase the latest

equipment, SaMoTer is intended to be a melting pot of business opportunities, shared ideas, market analysis and education, as well as providing an opportunity to promote research and get institutions involved.

Giovanni Mantovani, General Manager of Veronafiere, said, "In designing SaMoTer 2020, we have continued along the path of renewal and development started with the 2017 edition."

He added, "We are working to make the event even more interactive and dynamic, while providing market intelligence tools such as the SaMoTer Day scheduled for March 28th."

During the show, there will be a programme of conferences relating to the show's theme, technical training events and educational sessions, all of which are designed to promote and develop constructive debate among decision makers and professionals in the industry. There will be specific conferences and workshops for each of the equipment sectors.

New this year, pre-cast exhibition ICCX Southern Europe is to be held in conjunction with SaMoTer, in Hall 9. As a collaboration with ad-media, it will also have a number of conferences and technical workshops associated with it.

Road infrastructure

As in the previous two editions of SaMoTer, Asphaltica, a show dedicated to the asphalt and road infrastructure sector, will be held alongside the show in Hall 11. It is being co-organised by SITEB – Italian Roads and Bitumen.

The whole showground has been refreshed, with a new north-south layout, as opposed to the old east-west layout. This will give easier access and allow the showground's infrastructure and services to be better integrated.

Looking beyond the exhibition, efforts are being made to develop a permanent community in the construction machinery sector that will remain active even in years when the exhibition is not taking place. SaMoTer is proposing various events and initiatives, such as SaMoTer Days, in which industry

For the diary

WHAT: SaMoTer 2020

WHERE: Veronafiere Exhibition Centre, Verona, Italy

WHEN: 21-25 March, 2020

OPENING HOURS: 9:00-18:00

WEBSITE:

www.samoter.com



EXHIBITION LAYOUT:

HALL 6: components, spare parts

HALL 7: quarry & site vehicles

HALL 8: earth moving, hoisting, lifting & access equipment, rental area

HALL 9: earth moving (compact machines), concrete, precast (ICCX Southern Europe)

HALL 10: earth moving, crushing, demolition

HALL 11: road building (Asphaltica)

HALL 12: earth moving

AREA F: earth moving, hoisting, lifting & access equipment

AREA E: demo area

Celebrating new ideas

Introduced in 1973, the SaMoTer International Award is intended to highlight a particularly notable technological development in the construction equipment industry.

It is open to equipment and prototypes that embody new concepts and existing machines that have been changed fundamentally.

Innovative features could range from solutions for energy efficiency and production optimisation to improvements in ergonomics and safety, and enhanced sustainability.

This year's award ceremony will take place on 23 January, 2020.

FIGURES FROM 2017 SHOW

53,500
visitors

455
exhibitors

77
countries

41,000m²
exhibition space

professionals gather to take stock, and SaMoTer Outlook, which is a new observatory dedicated to the Italian construction equipment industry. SaMoTer Outlook is produced through a partnership with consultancy firm Prometeia and uses data provided by Unacea.

IRN

Although the construction equipment industry has dragged its heels, SmartEquip has been pulling it into the digital age. The company's President and founder Alex Schuessler and its Executive Vice President of Sales and Marketing Ron Piccolo speak to Thomas Allen about the journey

SmartEquip's President and founder Alex Schuessler (left) and its Executive Vice President of Sales and Marketing Ron Piccolo (right)



Thinking ahead

Back in the year 2000, when Amazon was no more than an online book shop, Alexander Schuessler decided to push e-commerce to a sector that is known to be a slow adopter of new technology: the construction equipment industry.

Schuessler had previously co-founded Caterpillar Rental Services – later renamed Script International – which took Caterpillar into the South American rental market in the 1990s. During his six years with the rental company, Schuessler realised there was a problem with product support.

"Very specifically, you had a fleet of several dozen main suppliers – Caterpillar was just one of them," he says, "And you had to offer all lines of equipment, and how do you get the right information service-wise, parts-wise, technical workflow-wise, equipment lifecycle-wise to each asset in the field from different manufacturers?"

So SmartEquip was created with the intention of improving equipment uptime and reducing the cost of servicing machines in diverse fleets by connecting workflows.

To illustrate the basic concept, Schuessler gave the example of a scissor lift in a rental company's fleet. It is assigned an asset number that SmartEquip's system recognises as a particular model. Then when 'valve

assembly' is selected, for instance, the user is told exactly what type of valve is required and whether there is one in the rental company's inventory. If not, the system automatically orders the particular part from the correct supplier.

"It was very simple to think about but it's obviously much more complicated to execute," says Schuessler.

The company was very early – perhaps too early – in trying to take the industry in this direction, according to Schuessler; "We had to build all of the technology from scratch – not just the application layer but the whole infrastructure had to be built from scratch."

Digital infrastructure

In order for technical graphical information to be communicated across what were very thin bandwidths at the time, SmartEquip had to set up large servers in California and come up with new data standards.

"All of these things required that we started very much at the high-tech end as a company," says Schuessler.

There was also the challenge of getting manufacturers and fleet owners on board. Before they did, the platform had no value.

In those early days, SmartEquip was able to leverage the simplicity of its single sign-in solution at a time when portals were becoming all the rage.

Ron Piccolo, who has been with SmartEquip for four years and is now Executive Vice President of Sales and Marketing, speaks of a time when he was working as Vice President of Procurement for building materials company Oldcastle Materials, part of CRH; "Each manufacturer would say, we're going to offer you this web portal.

"Now, I've got 600 locations that operate independently and I've got 30 manufacturers. How does every technician have a login? They've got

sticky notes all over their screen with how to get into Volvo, Komatsu, Caterpillar... It just wasn't manageable."

Piccolo says, "That's when I really started to understand the benefit of SmartEquip."

Communicating that benefit to manufacturers has been a challenge because it requires a change of mindset, according to Piccolo; "When we approach them and say, we're going to embed your information into your customers' workflow and make that process more efficient, they can become uncomfortable that they're in an environment or a platform that has all of their competitors. As far as they're concerned, they've solved the problem with their website."

He adds, "They don't always see that challenge that their customer has with managing multiple brands."

So it has been a matter of emphasising to manufacturers that SmartEquip enhances the transaction and the efficiency, delivering a lower-cost parts order, "because they don't have someone at the parts counter taking a telephone call trying to understand what part the mechanic has in his hand; the order is just delivered to him and it's accurate," says Piccolo.

Nowadays, the situation is different. It is increasingly the case that SmartEquip is being approached by suppliers, rather than the other way around.

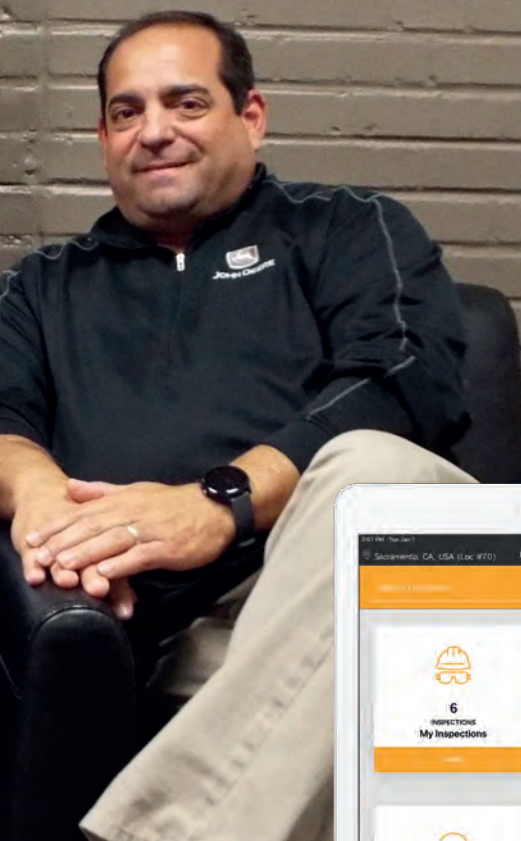
"They recognise it's there to facilitate communications in a highly fragmented space," says Schuessler.

Piccolo adds, "We now have suppliers sending their customers to us because now they don't have to maintain multiple integrations with multiple customers, they maintain their relationship with us and we leverage the work that's already been done."

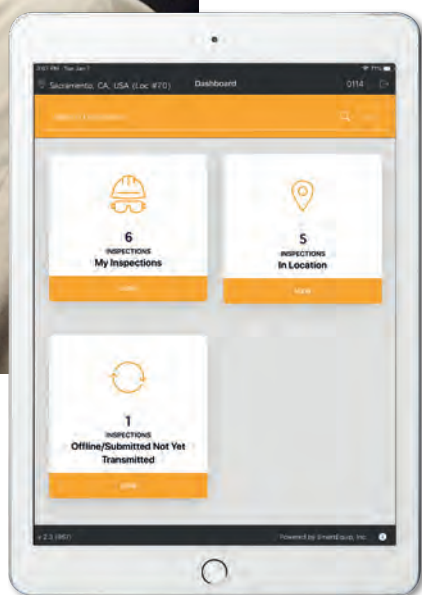
SmartEquip currently has more than 450

“ We had to build all of the technology from scratch - not just the application layer; the whole infrastructure. ”

ALEX SCHUESSLER,
President and founder, SmartEquip



SmartEquip's new Inspection App can be used to document damage and necessary repairs as equipment is checked in at a rental depot



manufacturers on its system globally, the majority of them in North America and Europe, and it does more than \$1 billion worth of parts transactions annually.

While a lot of the company's energy was initially directed at developing the digital infrastructure to support its solution, as well as persuading North American fleet owners and equipment manufacturers of the benefits of SmartEquip, all the IT infrastructure is now in place.

"There's now a swing in the other direction where there's so much going on in the digital landscape that rather than trying to push, we need to make sure that we stay ahead of the curve because that curve is now moving without us having to be the ones to push it," says Schuessler.

This has freed up energy that can be channelled into growing SmartEquip's network globally.

"We're now very much the standard here in North America, and we're on the way to becoming the standard in Europe," says Schuessler.

Getting on board

In terms of suppliers on the system, the split between North America and Europe is about 65/35, according to Schuessler, who said that it was approaching even. There are almost 70 fleets on the system in total, including those of contractors – more than 60 of them in North America.

SmartEquip first entered the European market in 2008, just before the financial crash. So the company had to put on the brakes quickly. However, five years ago, when things had started to pick up

again, Boels was the first rental company to go live.

"That was followed by Riwal, which was followed by A-Plant, which was followed by Zeppelin," says Schuessler.

A number of European rental companies have been waiting to see how things go with the Boels roll-out before signing up, and so Schuessler is expecting to see a wave of European fleets announcing that they will be going live with SmartEquip in the coming months.

Schuessler, who has been sitting on the European Rental Association (ERA) committee for several years, noted a key difference between the North American and European rental markets.

"The level of national partnership between suppliers and fleets seems quite a bit stronger in Europe. There's a lot of collaboration with the suppliers

sitting at the same table with the rental company in this kind of forum, asking what initiatives they can put together to drive down equipment ownership costs for rental companies."

SmartEquip fits right into the middle of that equation.

The company's strategy in North America has been to start with the large rental companies and then roll down into smaller ones, at the same time as expanding into contractor fleets. The intention is to replicate this in Europe.

The Japanese and Australian markets have also been a big focus for SmartEquip over the past two years; "We've been

quite active there and a lot of it is to learn about those markets, to set up the right partnerships in those markets so that we're actually locally present in many ways," says Schuessler. "We want to have a true infrastructure in place for the Pacific Ring."

The region is an important growth area for the company and significant progress is expected to be made in the first quarter of 2020.

In SmartEquip's home market of North America, a big area of growth has been the mid-market.

"It used to be a multi-million dollar implementation in the old technology world. You'd have to have a data centre where you'd put servers and everything else – huge ERP [enterprise resource planning] integration," says Schuessler.

"Nowadays, a mid-market player can sign up for less than \$10,000, if there's a relationship with their rental management system, and go live without having to buy a single piece of equipment."

SmartEquip is also directing energy into developing the payload it delivers across its network, with the introduction of new products and applications.

For instance, equipment dealers frequently offer multiple lines in a given machine category, so as they enter the world of e-commerce they need a multi-manufacturer platform to serve their customers.

In response to this, Piccolo says, "We now have what we refer to as a store-front or e-commerce platform for dealers to sell parts for all of the lines they represent."

"Manufacturers are concerned that they have no control over the look and feel of their dealers'

e-commerce sites because each dealer is creating their own. So we're now talking with manufacturers to develop a multi-manufacturer platform with non-competitive product lines that can be used as standard by their dealers.

"So e-commerce B2C [business to consumer] has started to take off for us."

Another new product is SmartEquip's Inspection App. As a piece of equipment is checked in at a rental depot, a member of staff can document any damage or necessary repairs through their mobile device.

"The checklist of actions is then assigned to the workshop where it then, through integrations, creates the header of a work order and then they can begin to add parts to that work order and labour and track the expense," says Piccolo.

Although the use of Apps makes sense in this context, SmartEquip has generally moved away from App development since responsive website design has been made more possible by SmartEquip's transition from a Flash platform to HTML5, and the roll-out of 5G is expected to give greater connectivity.

Integrating telematics

Looking ahead, there is an opportunity to integrate telematics information into the system. The ideal scenario is, "There's a fault code driven by the machine through telematics, the part is ordered automatically and it's there for the repair before the machine breaks. So replace versus repair," says Piccolo.

Of course, telematics is nothing new and when SmartEquip was started in 2000, it was widely believed that telematics was going to revolutionise the industry. But adoption was slow, hindered in part by the lack of a data infrastructure.

At the time, telematics simply offered the same data to technicians working on a machine but at higher resolution.

Schuessler says, "The reason we called the company SmartEquip is we said you don't need the telematics to make your equipment smart, it's really automating the workflow that makes it smart."

However, telematics has matured and the concept of the Internet of Things (IoT) has since been introduced.

"We've been asked several times to come into the fray and we've said we'll interface with any data source – whether that's a data pump on top of the machine or whether it's another system – but it's got to be driven by the relationship between the supplier and the fleet."

So SmartEquip is currently working with a large US rental company that is pushing a full IoT implementation.

"They're doing that together with one of the three largest rental companies and we're very much involved with that to make sure that the information coming from the on-board measurement of the equipment itself ties into the workflow as well. So it's finally becoming 'smart'."

Schuessler is also on the committee of Trackunit's Eliminate Downtime Movement, which is working to encourage collaboration within the construction industry and develop a platform on which data from the various players can be shared.

He says the question now is, "What can we actually accomplish by tying information that's at the SmartEquip layer with information that's coming from these telematics devices through an IoT logic?"

SmartEquip's journey continues.

IRN

Marketing matters

Keeping things simple is key when it comes to developing an effective marketing campaign. So says Jeff Schofield, owner of Schofield Marketing, who provides here an outline of the main things for a rental company's marketing team to consider

The word strategy is one of those overused business words that if you were to play 'corporate bingo' at your next business planning meeting then you would very quickly be metaphorically on your feet shouting 'house'.

That is not to say it is a critically important word, but that it does perhaps mean different things to different people at the same time – all of whom may actually be right.

So as we look ahead to 2020, a new calendar year, rental companies around the world will be assessing and readying themselves to execute their marketing strategies.

Initially, we will cover rental companies with a marketing function. Later in the piece, there is a section on practical advice about how SME (small-to medium-sized enterprise) rental companies can ensure they are maximising presence, proposition and position.

For rental marketing teams, just reminding yourself of what your company's goals and targets are, and how you are going to best achieve them, is

the most succinct way of focusing on the strategic end game.

As an advocate of keeping it simple, the very best plans need to be both memorable and measurable. Why not take an alliterative approach by setting out your headline objectives? For example: Coverage, Contact and Conversion enables a clear understanding of what needs to be achieved with the key composite elements of execution as the headline.

Coverage

This enables rental companies to consider both the markets and customer opportunities that can be explored and developed.

Here, marketing teams can, for example, profile existing customers (from existing spend data) by size, spend and product mix taken. Then, via reputable data houses that can provide GDPR compliant lists, such as Experian in the UK, target customer groups can be identified within given territories, who are likely to have a greater propensity to rent.

This can be done in addition to identifying existing customers who could consume more of the same or take new products. For instance, targeting customers who rent excavators but not access equipment can prove to be relevant and rewarding.

Contact

Supplying target customers with relevant, attractive content and giving them reasons to consider your company is a marketing fundamental.

Reaching out and connecting with your audience via consistent and considered messages delivered

in a tone of voice that is aligned with your brand will ensure greater engagement from your target. All of this will improve measurable interactions and responses.

Developing a mission statement can again help businesses unite behind shared common objectives.

Simplification of a mission statement can be achieved best by dividing the statement into three elements that address: what we do; how we do it; and why we do it.

When agreed, the text can then be written into a statement that the business can share consistently and repeatedly with stakeholders, enabling companies to declare to the market why customers should choose to rent from them.

Clear, memorable value propositions structured around fresh and relevant content will drive interest in your solution and generate leads to feed your sales funnel.

Finally, a vision statement will give a clear and consistent message of what it is your business wants to achieve. Here, you can demonstrate where you innovate, how for example you make the industry safer and smarter, drive loyalty, add value and inspire the market.

Conversion

Understanding what works and why, being able to repeat it, and improving or ceasing what has not worked is also fundamental in marketing.

With tight budgets and high expectations, results



About the author

JEFF SCHOFIELD has more than 30 years rental experience, entering the industry with M&H Plant Hire, which was subsequently acquired by Hewden Stuart.

After gaining his marketing qualifications, Jeff became Marketing Manager of Hewden Stuart, before becoming Sales and Marketing Director of Hewden.

In 2016, he became the owner of Schofield Marketing and has worked with leading machine manufacturers such as Thwaites and Caterpillar in addition to managing the marketing function of the UK's largest working construction plant event, Plantworx.

Schofield can be contacted at jeff.schofield123@gmail.com or by phone on +44 (0) 7754 997 352



matter more than ever, so measurability is the key to success. There will be less anxiety, an eventual improvement in return on investment and greater team productivity. We will talk more about the mix of traditional and digital later, but being able to track – even in its most basic format – a customer journey that leads to a planned marketing outcome is why conversion is so important to the marketing strategy.

Giving the marketing strategy a title, such as 'Moving Closer to the Customer', will enable greater appreciation, comprehension and integrity of the strategy. Give the plan a title that clearly integrates it with the business objectives and plan for 2020-3. This simple move will enable clearer, more relevant reporting to seniors and engagement of the field teams, whilst ensuring operations and the back office know what the plan is, why it is important, where it is going to help and how they can support.

Updating traditions

Rental is widely appreciated as a traditional industry. It is populated by the most passionate, creative and loyal workforce who deliver an amazing service that keeps the construction and infrastructure world safer, more productive and profitable.

Marketing within the rental sector of course has its traditional methodologies of reaching customers and stakeholders. In this section I want to look at how the traditional and digital channels offer rental companies integrated methodologies of sharing content and connecting with target audiences.

Trade magazines are vibrant, with high standards of reporting by well-respected journalists. Many such journals are reporting an upturn in subscriptions for printed content. Visit any news stand and the reports of the death of print are greatly exaggerated.

The vast majority of trade magazines all have well organised and edited online news websites, which attract tens of thousands of subscribers and visitors. The proliferation of these sites clearly gives rental marketers even greater reach and opportunity. With every ad placed having a link back to a website

Far from making print redundant, digital channels should be integrated with traditional marketing methodologies to maximise the sharing of content



Digital platforms not only extend the reach of marketing campaigns but also provide measurable results

landing page of choice, all providing analytics that measure click-throughs, engagement, time spent on site, pages visited and pages exited.

In a world driven by content, it is here in both print and online where a press release can best be shared, for free, via traditional and digital channels.

Starting with 100 words and an accompanying image that might be published in several leading trade titles, the same content might also be published on many trade websites. Then the image and 50 characters could be posted on Twitter with relevant hashtags and tags of social media influencers who can, by re-tweeting, mass multiply the reach. Facebook can then be used to reach even more people, as can an image post with a headline on Instagram.

And these are all measurable. Each platform has a great analytic page that lets you know reach and reaction to your every post and interaction. Potential customers have the opportunity to follow links from digital and social posts to find out more and ask for further contact.

With social media being such an integral part of our lives and mind-blowing participation numbers worldwide, the following may give some context.

In 2019, 3.48 billion people used social media, 2.23 billion were active monthly users (58 mins a day) on Facebook, with 95% accessing via mobile devices. There were 2.99 billion active users on YouTube. Instagram passed 1 billion users in 2019, with Twitter the only platform to see its popularity wain with monthly users down 9 million to 326 million monthly users.

Further digital integration across all the traditional routes to market are a must. Whether it is in the run-up to, during or after a trade show or open day, for instance, sharing the message about offers and deals online and on social media is the smart way to achieve an even better return on investment for the event.

The traditional rental catalogue remains as popular as ever, with online digital versions and Apps becoming the integrated route, allowing customers a choice as to how they research your company and product, in the selection phase of the decision-making process.

Interestingly, QR codes are providing the more progressive renters with an option to integrate safety and choice by displaying the code on products, in brochures and in printed adverts. Every generation of renter is used to hovering their smart phone over a QR code to gain access to a flight, train or offer. So why not rental? Operating instructions, safety tips, maintenance and fault-finding videos can all be easily accessed by an operator or contractor, improving their experience and the machine or tools uptime. The converse being that renters will see a reduction in service and operational costs, with utilisation optimised and invoice disputes reduced.

Looking ahead

What will the rental model look like in 2030? How will it change?

Renters will no doubt have more options as to how they acquire, own, keep and pay for products. During the period of ownership, how much further will running cost be reduced and utilisation increased? How can renters say yes more often and ensure kit is delivered on time, for less cost, in full, every time, with fewer breakdowns and call outs, and then collected more promptly with fewer disputes? Once the ownership period is over, how will residual values perform providing the final critical element of the financial mix?

Over the next decade, new content for rental marketing teams will be driven further by innovation making the industry even safer and smarter. Reducing the impact of construction and infrastructure on the environment will become our number-one concern as manufacturers develop new sustainable solutions that will support worldwide governmental environmental targets.

The marketing mix will become more important than ever, there will be new techniques to learn and channels to explore, providing further opportunities to develop and grow the rental industry across the world, ensuring the support given to the markets we serve will enable a safer and smarter global construction community.

Marketing matters. Here's to a successful 2020 and new decade ahead.

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Jose Blanco, Secretary General of Spanish rental association ASEAMAC, asking a question at last year's ERA Convention

The ERA looks ahead to 2020, including the next ERA Convention and the growing importance of sustainability and digitalisation

The future of rental

The 15th annual ERA Convention will take place in Maastricht on 10 and 11 June alongside the International Rental Exhibition and will feature the 13th European Rental Awards.

Over 350 leading voices from the European rental industry will gather to discuss the latest developments and trends in the industry.

This year's Convention will focus on digitalisation and data, which is an issue of growing importance to the rental industry. Forward-thinking rental companies are already taking advantage of the huge opportunities offered by new technologies and success stories demonstrate that digital technologies can provide the rental industry with a strong foundation for future success.

■ Find out more at: <https://erarental.org/en/events/convention/era-convention-2020>

International Rental Exhibition

The International Rental Exhibition will take place alongside the convention from 9 to 11 June. The ERA will be present on all three days of the event, along with dozens of equipment and IT suppliers to the rental industry. It is the only European rental exhibition and a great way to discover new products, solutions, ideas and insights for your business.

■ Find out more at: www.ireshow.com



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European Rental Awards

The 13th annual European Rental Awards, co-organised by the ERA and *International Rental News*, will take place on 10 June and companies are invited to nominate themselves or other rental companies by 28 February for awards in the following categories:

- Large Rental Company of the Year
- Small/Medium Sized Rental Company of the Year
- Rental Product of the Year
- Best Sustainable Rental Project of the Year
- ERA Technical Committee Award
- Best Digital Innovation
- Rental Person of the Year
- Lifetime Achievement Award

The awards are free to enter and a great opportunity to celebrate excellence in the industry, promote new initiatives, demonstrate leadership and encourage rental staff.

■ Find out more and how to enter at:

<https://www.khl-group.com/events/rentalawards/>

Sponsorship

Sponsorship opportunities are available for both the ERA Convention and the European Rental Awards. These include the Convention App, lanyards, luncheon and coffee break, and the drinks reception, networking drinks and wine, as well as a more comprehensive 'Gold package', at the Awards.

■ For more information, please contact:

era@erarental.org for the convention or
paul.routley@khl.com for the awards.

DigiPLACE

The DigiPLACE project for a Digital Platform for Construction in Europe will progress in 2020. The ERA is participating as a member of the Advisory Board and is planning to organise a workshop

with the Committee for European Construction Equipment (CECE) to expand the Community of Stakeholders.

■ Find out more at:

<https://digiplaceproject.eu/>

Sustainability

The ERA will continue to promote the potential of the rental industry to lower the total carbon footprint of construction equipment. Building on the findings of 2019's 'Carbon Footprint of Construction Equipment' report, the ERA has launched a campaign to raise awareness of the sustainability and efficiency of the rental model and promote the industry as a means to reduce carbon emissions.

■ Find out more at:

<https://erarental.org/en/publications/sustainability/carbon-footprint-of-construction-equipment>

Also, the ERA is working on the Sustainable Suppliers Appraisal project and will publish a Sustainable Suppliers Appraisal Framework to provide a common assessment framework for use by both rental companies and their suppliers. The scheme will reduce the need for rental companies to obtain individual information on suppliers, give customers of rental companies a clear understanding of how the industry is approaching sustainable supply chains and provide suppliers with guidance on the requirements of rental customers.

Future Group

The ERA's Future Group will continue work on the 'Rental branch of the future' to identify and monitor the trends and phenomena that will shape the future of the industry. Using the Future Platforms tool, the Group will present the findings visually on a 'foresight' radar.

■ Find out more at:

<https://erarental.org/en/future-group>

IRN

About the ERA

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

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

Complete the form below or register online at: www.khl.com/subs/IRN

1 CHOOSE YOUR MAGAZINE/S

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- Cranes & Project Transport Türkiye (Turkish) ☐
- Demolition & Recycling International ☐
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- International Construction Türkiye (Turkish) ☐
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- Demolition & Recycling International ☐
- 国际建设月讯中文版 (Chinese) ☐
- International Rental News Product & Services Update ☐
- World Construction Week ☐
- World Crane Week ☐
- KHL Crane Market ☐

3 ORGANISATION TYPE

- General Construction Equipment Rental ☐
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- Party / Events Rental ☐
- Crane Rental ☐
- Portable Accommodation / Toilet Rental ☐
- Gardening / Landscaping Equipment Rental ☐
- Other Specialist Rental ☐
- Manufacturer ☐
- Distributor / Agent / Equipment Sales ☐
- Other (Please specify):

4 YOUR DETAILS

Name:

Job title:

Company:

Address:

Town:

Country:

County/State:

Post code/Zip code:

e-mail:

5 Do you purchase or influence the purchase of construction equipment or rental services?

YES ☐ NO ☐

6 What is the annual revenue of your company (US\$ millions):

Under \$1 million ☐ \$1-3 million ☐

\$3-5 million ☐ \$5-20 million ☐

\$20-100 million ☐ Over \$100 million ☐

7 FORMAT OF MAGAZINE

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8 YOUR PREFERENCES

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Metric trends

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

Values through late 2019 have reflected modest softening relative to the highs observed in 2018.

The softening appeared predominately through the auction channels with retail pricing showing more moderate weakness, and in some cases flattish, with differences observed across the various products.

The softening was more noticeable across heavy earthmoving products, where both auction and retail recoveries demonstrated downward movements throughout the year.

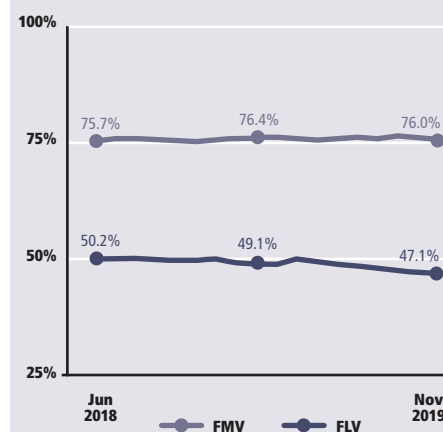
These trends appear to be fairly consistent across each of the core products under observation: excavators, dozers, wheeled loaders and articulated trucks.

Within general construction products, the story has been mixed, with observed softening in the auction channels while retail activity has broadly remained steady.

Telehandlers continue to show the most resilience in the marketplace, while aerial products and light/medium earthmoving have been more heavily impacted.

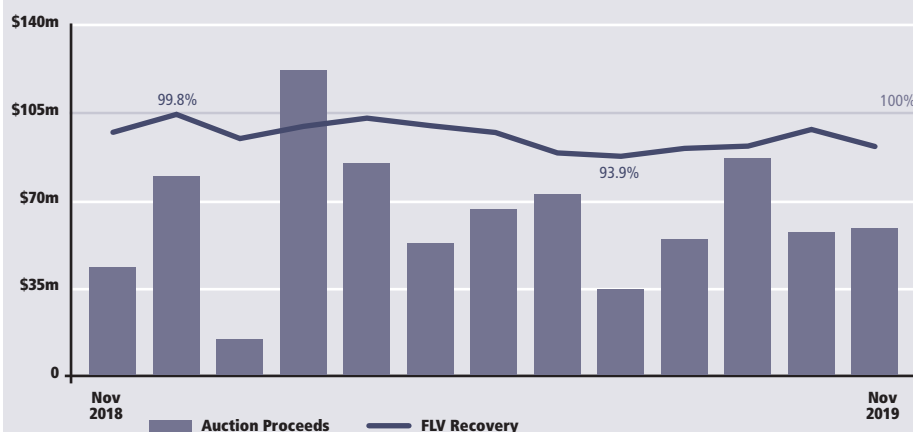
IRN

GENERAL CONSTRUCTION EQUIPMENT



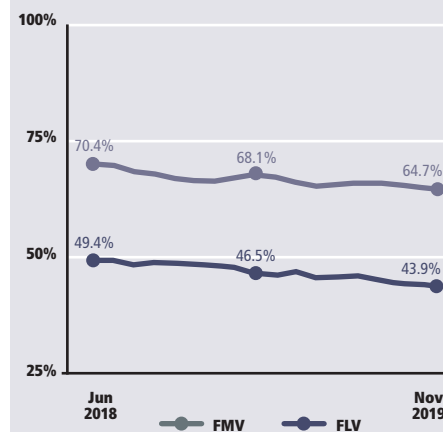
■ Retail values are fairly flat while auction values continue to slip

GENERAL CONSTRUCTION EQUIPMENT RESULTS



■ Auction achievements were below the prior month's market benchmark for general construction equipment and have continued to show downward pressure throughout 2019. Volume is up year-over-year and month-over-month

HEAVY EARTHMOVING EQUIPMENT



■ Values have shown weakness in both the retail and auction channels

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

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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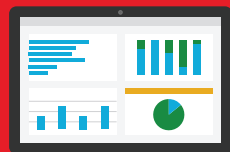
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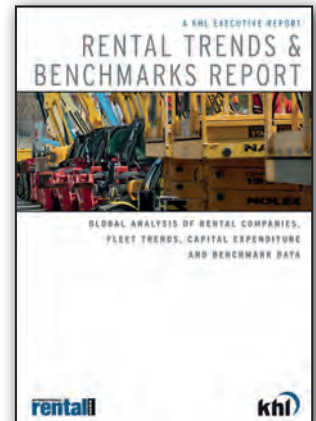
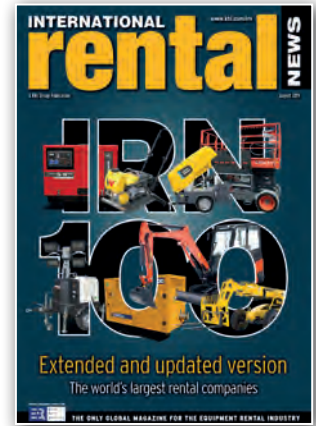
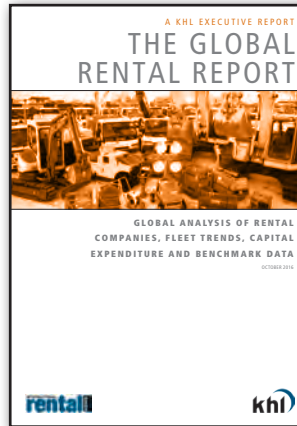


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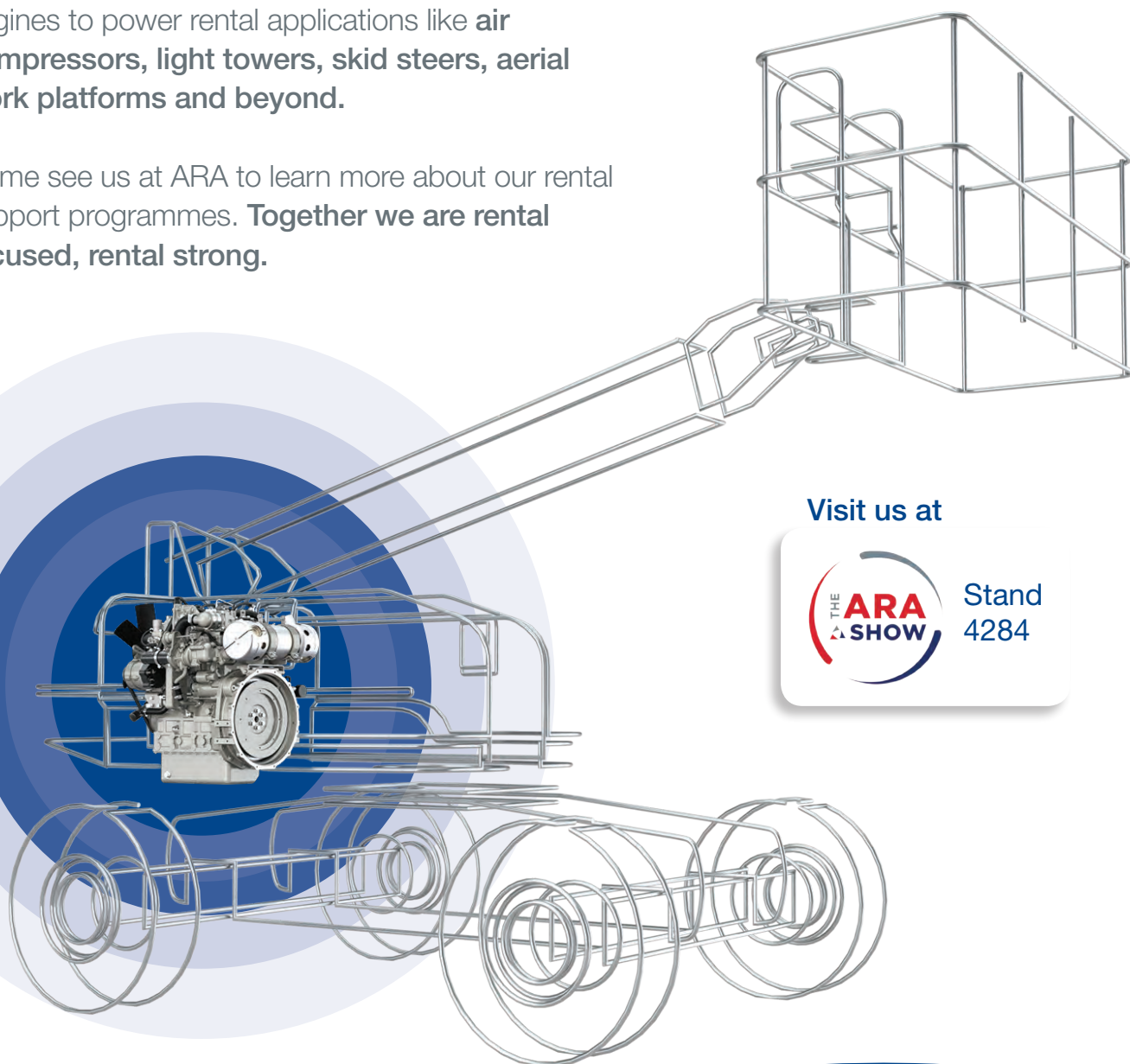
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