

On these four pages we bring you a preview to the International Rental Exhibition (IRE), the European Rental Association's annual Convention, and the fourth edition of the European Rental Awards. All take place in Amsterdam between Tuesday 7 and Thursday 9 June, 2011.

Rental on show

The IRE show will be compact equipment heaven for rental company buyers, with over 70 companies (at the end of March) exhibiting skid steers, mini excavators, gensets, lighting towers, power tools, compressors, heating/cooling equipment and surface preparation equipment.

Add to that over a dozen suppliers of specialist rental software or IT systems, and the presence of big name suppliers - including Manitou, Volvo, Atlas Copco, Yanmar, Hilti, Haulotte, Terex Construction and Wacker Neuson - and you have the recipe for the perfect event for rental companies.

Atlas Copco's new BG walk behind power trowel



Many of the exhibitors in Amsterdam will be showing new or very recently introduced equipment. We will be reporting on these on our website (www.khl.com/rental) in the months running up to the show, but here are a selection of the product highlights identified so far:

- Atlas Copco is launching a new range of BG



EVENT DETAILS

International Rental Exhibition (IRE)



WHEN:

Tuesday 7 June - Thursday 9 June

OPENING HOURS:

Tuesday 10.00 - 18.00
Wednesday 10.00 - 18.00
Thursday 10.00 - 17.00

WHERE:

RAIE Exhibition Centre, Amsterdam

ONLINE REGISTRATION:

Entrance free if you pre-register at www.IREshow.com (Otherwise a charge of €20 per day is levied.)

WEB: www.ireshow.com

European Rental Association (ERA) Convention



WHEN:

Tuesday 7 June - Thursday 9 June

WHERE:

RAIE Exhibition Centre, Amsterdam

ONLINE REGISTRATION:

www.erarental.org. Fee includes entrance to the IRE show for three days; entrance to the ERA Convention for three days; lunch on 9 June; and cocktails and coffee breaks.

PROGRAMME: see pages 22 - 23

WEB: www.erarental.org

European Rental Awards



WHEN:

Wednesday 8 June

WHERE:

Hotel Okura Amsterdam (www.okura.nl)

AWARD SHORTLISTS:

See page 24

WEB: www.khl.com/rentalawards

Provisional Exhibitors List

- ActiveWhere
- Armada Dynamic
- AL-KO Kober BV
- AllightPrimax
- ALMI
- Altrad BV
- American Rental Association (ARA)
- Atlas Copco
- ATMOS Chrást
- ATN
- Brendon Powerwashers
- Bocker Maschinenwerke
- BBA Pumps
- CHRONO Flex
- CIMEL
- DAGICO Software
- Dantherm Air Handling
- Datatag
- Desa Poland
- Ditch Witch
- El-Björn
- Electric Lighting Concept
- Eliet Europe
- Enarco
- ERP PRO
- Europower Generators bvba / Tolsma tankbouw
- Gen Set
- Global Track Warehouse
- Godwin Pumps
- GreenMech
- Haulotte Group
- HEYLO GmbH.
- Hilti
- HTC Sweden
- inspHire
- Intermat 2012
- International Powered Access Federation (IPAF)
- **International Rental News (IRN)**
- IPI (Industrial Promotions International) - IRE organiser
- IronPlanet
- JCB
- Jura Filtration
- **KHL Group (IRN publisher)**
- KAESER Kompressoren
- Kosran ECV
- Lawson Software
- LumiAir
- Manitou
- MCS
- MHM Plant Ltd.
- Munters Europe
- Paclite Equipment
- Pullman Ermator
- Result Group Limited
- Ritchie Bros. Auctioneers
- Ritelite Systems
- Schwaborn
- Selwood Pumps
- Sycor
- Tecnogen
- Terex Construction
- Thermobile Industries
- Thwaites Dumpers Co
- Timberwolf
- TowerLight
- Trelawny SPT
- Vermeer
- Volvo CE
- Wacker Neuson
- Western International Unlimited
- Wynne Systems
- Yanmar C.E. Europe

concrete walk behind power-trowels, alongside a selection of its light compaction, hydraulic tools, compressors, gensets and pumps. The BG trowels comprise diameters from 615 to 1020 mm, starting with the BG240 edger, the BG370 and the electric BG Combi. Also on show will be Copco's recently introduced super-compact XAS 27 compressor.

■ Sweden's El-Björn will showcase its new E3 (energy efficiency) system, which, Using wireless technology and via an internet web browser, measures, controls and monitors construction site energy consumption. Linked to its existing temporary site power distribution boards, the system will allow rental companies to promote power savings and energy efficiency with clients.

■ Italy's Hinowa has added hi-speed versions of its HS1100 and HS1150 mini-dumpers. The Hi-Speed versions are equipped with a totally hydraulic system, with double displacement reduction gear drives and the Hinowa Auto2Speed

Kosran's new iPhone App.

system, which boosts maximum travel speed from 4 km/h to 6/km/h.

■ Kosran demonstrates its anti-theft ECV electromechanical immobilisation system - shown on a Yanmar engine - and will also launch at IRE a new iPhone App for the ECV system.

■ Italian power and lighting specialist Tecnogen will show its new HT PK 10/4 SX lighting tower, a 9 m hydraulic tower with four 1000 W metal halide lamps, which it says will light an area of 4000 m².

■ Exhibiting a range of new power tools and surveying equipment is European giant Hilti. Key products on show will be the TE 700-AVR, a new breaker designed for interior renovation work, and the POS 15 and POS 18 total stations and the POT 10 theodolite.



ERA Convention



TUESDAY - 7 JUNE 2011

13.00 - 14.00

NATIONAL RENTAL ASSOCIATION MEETINGS

■ Rental associations can organize meetings of their members in the IRE Show.

14.10-16.30

RENTAL DEPOT VISITS

■ Possibility of visit of rental depots of Boels and Workx in the vicinity of the RAI Conference and Exhibition Centre. Departure by bus at 14.10 from the RAI's main entrance.

16.30-18.00

ROUNDTABLE: MANUFACTURERS FACING RECOVERY

■ The challenges facing equipment manufacturers and the implications for the purchasing strategies of rental companies.

Speaker:

Lorenz Kleist, IHS Global

Panelists:

Gérard Déprez, Loxam

Jean-Christophe Girou, Manitou

Anders Barreng, Volvo

Others to be confirmed

Moderator:

Murray Pollok, *International Rental News*

18.00-19.00

INTERNATIONAL RENTAL EXHIBITION (IRE) - OPENING COCKTAIL

Open to participants of the ERA Convention and IRE exhibitors.

WEDNESDAY - 8 JUNE 2011

09.00-10.00

ROUNDTABLE: SCAFFOLDING

■ Regulations and products development; rental by surface area versus rental by weight; and differences in expertise and processes

Speakers:

Reid Cameron, Harsco Infrastructure

Mikka Pynttari, Ramirent

Moderator:

to be confirmed

ROUNDTABLE: RENTAL IT/SOFTWARE INTEGRATION

■ How new technologies impact processes in the rental industry.

Speakers:

Derek Robson, Result Group

Edwin Wijers, Boels

Moderator: Gian Luca Benci, Assodimi

09.00-11.00

ROUNDTABLE: NATIONAL RENTAL ASSOCIATIONS

Speakers:

Graham Arundell, Hire Association Europe

Stefan Ponea, Romanian Rental Association

Durval Gasparetti, Brazilian Rental Association

Moderator:

Michel Petitjean, European Rental Association

10.00-11.00

BREAK FOR NETWORKING AND IRE EXHIBITION VISITS

11.00-12.00

COMMITTEE REPORT: SAFETY AND SUSTAINABILITY

Speaker:

Kevin Minton, Construction Plant-hire Association

COMMITTEE REPORT: EQUIPMENT TECHNOLOGY AND THEFT

Speaker:

Martin Holmgren, Cramo

ROUNDTABLE: FAMILY-OWNED RENTAL COMPANIES

■ Place, strengths and weaknesses of family-owned rental companies; commercial strategies and financing; are they more responsive and profitable than large companies?

Speakers:

To be confirmed.

Moderator:

Michel Petitjean, European Rental Association

12.00-14.00

BREAK FOR NETWORKING AND IRE EXHIBITION VISITS

14.00-15.30

ERA PLENARY SESSION

(all delegates attending)

WELCOME ADDRESS

Gérard Déprez, ERA President





Hinowa's high speed dumpers

- Ensuring that world class aerial platforms are on show in Amsterdam is Haulotte Group, which will showcase several of its latest aerals, including the compact HA 12 CJ+ articulating boom; the Compact 14, a 14 m electric scissor that is just 1.2 m wide; and the 10 m electric vertical mast machine, the Star 10.
- Ditch Witch shows two of its compact machines, the walk-behind RT12 trencher and the SK650 compact tool carrier.
- Netherlands supplier ALMI shows its AL43SH21, a battery driven block splitter for cutting natural stone such as cobblestones, thick slabs and clinkers. Unlike with saws, there is no physical effort for the operator, no noise, no water needed and, most important, no quartz dust.
- UK chipper specialist GreenMech will exhibit two of its most popular models, the Quad Trak 160 (which can be adapted for use on slopes of up to 30 degrees) and the CS100, a compact chipper that can be transported in the back of a van or pick-up or on

- its own purpose-built trailer.
- Rental software specialist Result Group will highlight its new 'rules engine', which it says can "cut rental company labour costs by up to 50% while still delivering outstanding customer service."
- UK pump manufacturer Selwood Pumps highlights its new D80 Super Silent and S100 skid models. Both units have recently been improved by the introduction of a close coupled configuration, which means reduced noise, less vibration, longer coupling life and easier maintenance and production.

There will be many more innovations at the IRE - for example Terex Construction has just introduced a new range of skid steer loaders and compact tracked loaders. Full details of the equipment being shown by all the exhibitors will be given in the full IRE Show Guide in the May issue of *IRN*.

In the meantime, make sure you register online at www.IREshow.com to attend the show - that guarantees free entry to the exhibition. **IRN**

Programme

CONSTRUCTION UPDATE

Eduardo Rodriguez Priego, IHS Global

A CONTRACTOR'S VIEW OF THE RENTAL MARKET

Speaker to be confirmed.

15.30-16.30 BREAK FOR NETWORKING AND IRE EXHIBITION VISITS

16.30-18.00 ERA PLENARY SESSION (all delegates attending)

LEASING ACCOUNTING STANDARDS

Jeff Eisenberg, Riwal

TRENDS IN THE US RENTAL INDUSTRY

Chris Wehrman, American Rental Association

TRENDS IN THE EUROPEAN RENTAL INDUSTRY

Murray Pollok, *International Rental News*

19.00-23.00 EUROPEAN RENTAL AWARDS DINNER

Okura Hotel, Amsterdam

THURSDAY - 9 JUNE 2011

9.00-10.00 ERA GENERAL ASSEMBLY (ERA members only)

10.00-11.00 BREAK FOR NETWORKING AND IRE EXHIBITION VISITS

11.00-12.00 ROUNDTABLE: EQUIPMENT END-OF-LIFE STRATEGIES

- What are the disposal options for rental equipment at the end of its economic life?

Speakers:
Committee for European Construction Equipment (CECE)
Guylain Turgeon, Ritchie Bros. Auctioneers
Dirk Feyerabend, MVS Zeppelin (to be confirmed)

Moderator:
Michel Petitjean, European Rental Association

ROUNDTABLE: REVIEW OF FINANCING

- An investment analyst's view of the rental industry in terms of financial structure and conditions, and company valuations.

Speakers:
Ari Järvinen, Danske Bank

Moderator: Jeff Eisenberg, Riwal

ROUNDTABLE: SOCIAL NETWORKS

- What will be the impact of social media on rental companies' marketing strategies?

Speakers:
Asif Latief, Ashtead Plant Hire
Patrick Rizzo, Loxam

Moderator:
Michel Baumgartner, European Rental Association

12.00-14.00 LUNCH



14.00-15.00 COMMITTEE REPORT: PROMOTION

Speaker:
Jörg Bachmann, MVS Zeppelin

COMMITTEE REPORT: STATISTICS

Speaker:
Marianne Chalcraft, Lavendon

ROUNDTABLE: EQUIPMENT THEFT

- Latest developments with regards to anti-theft registers, programmes and Initiatives.

Speakers:
René Beukema, Verhuurnet
Kevin Howells, Datatag
Patrick Sheeran, Kosran

Moderator:
Michel Baumgartner, European Rental Association

15.00-16.00 PLENARY SESSION (all delegates attending)

GUEST SPEAKER
Michelle Provoost, Director, International New Town Institute (INTI)

CLOSING ADDRESS
Gérard Déprez, ERA President

16.00-17.00 FAREWELL COCKTAIL





Award shortlists

The shortlists for the 2011 European Rental Awards were chosen at the judging meeting in Paris on Wednesday 16 March. Murray Pollok reports.

With over 75 entrants to this year's awards - including more than 30 for the Rental Product of the Year category alone - it was never going to be an easy job to choose the shortlists, and so it proved.

In a joint statement the judges praised the quality of the entrants and thanked all the companies that had participated, whether shortlisted or not; "The European rental industry has gone through a period of crisis, and it may have looked as if companies were doing nothing, but the presentations we received demonstrate that they were working hard. They were being innovative, continuing to invest in areas such as IT, and were not sacrificing safety.

"The product category was particularly well represented, with more than 30 entries, which again demonstrates that European manufacturers continue to pioneer the development of products for the rental market. Small companies are creating innovative new equipment and large suppliers continue to make significant improvements to established products.

"We look forward to the awards dinner in Amsterdam when we can celebrate the achievements of Europe's rental industry." **IRN**

THE JUDGES

FRONT ROW (left to right):

Vesa Koivula (President/CEO, Cramo)

Paul Burger (Board Director, Hitachi Construction Machinery Europe)

Gérard Déprez (President, European Rental Association).

BACK (left to right):

Hendrik-Jan Molenaar (CEO, Workx)

Murray Pollok (Editor, *International Rental News*).

The shortlists:

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

- GAM (Spain)
- GAP Group (UK)
- HSS Hire (UK)

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

- Industrial Access (Romania)
- Dromad Hire (Ireland)
- Rentforce (Netherlands/Russia)

RENTAL IT AWARD

- A-Plant
- HSS Hire
- Kiloutou
- Speedy Hire

RENTAL MARKETING AWARD

- HSS Hire
- Ramirent

RENTAL SAFETY AWARD

- GAP Group
- Hewden
- HSS Hire

RENTAL PRODUCT OF THE YEAR

- HH-Intellitech (GlasLift 500-4)
- JCB (3CX/4CX ECO backhoe loader)
- MEC Aerial Platforms (Titan Boom 40-S)
- Teletower Access Solutions (Teletower)
- Z-Safety Services (Z-Matic)

MANUFACTURER OF THE YEAR

- El-Bjorn
- Volvo

ERA/IRN RENTAL PERSON OF THE YEAR

- Winner to be announced on the night.

LIFETIME ACHIEVEMENT AWARD

- Winner to be announced on the night.

The winners will be announced in Amsterdam on 8 June at the official awards dinner, which is being held at the Okura Hotel during the International Rental Exhibition (IRE) and the European Rental Association (ERA) convention.

The awards are jointly organised by:

International Rental News (IRN) and the European Rental Association (ERA).

To book your place at the awards dinner, contact the ERA (www.erarental.org)



HH-Intellitech: GlasLift 500-4



JCB: 3CX/4CX ECO backhoe loader



MEC Aerial Platforms: Titan Boom 40-S



Teletower Access Solutions: Teletower



Z-Safety Services: Z-Matic

