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IRE Preview

Written by Murray Pollok - 23 Apr 2008

The leading, and certainly the biggest, attraction is the new International Rental Exhibition (IRE) at the RAI exhibition centre. Over almost 120 companies have confirmed their participation, and the event will be truly global, with suppliers from North America, Australia and Europe.

The exhibition is one important part of the event, but what will make the show unique - at least in Europe's rental industry - is that in an adjoining hall, and on the same three days, will be the European Rental Association's (ERA) annual convention, with a full programme of workshops, seminars and presentation. Capping the activities of the three days is the European Rental Awards, intended by joint organisers ERA and IRN to recognise excellence in the industry (see box story for more on the Convention and the awards).

The key thing about the exhibition is that it is dedicated to rental: that means exhibitors will show equipment targeted at the rental sector, with staff on hand who understand the concerns and needs of rental companies. And it isn't just equipment, rental IT will also play a big part in the show, with everything from RFID specialists to rental software and telematics companies (see box story).

Big names exhibiting include Atlas Copco Portable Air, Dynapac, Genie, Haulotte, Hitachi, Hyundai, Hilti, JCB, JLG, Komatsu, Manitou, Sullar, Volvo and Wacker. And everywhere you look on the exhibitor line-up (see www.ireshow for the updated list) you see names that are well known among rental companies.

Among the offerings on portable power will be two compressors from Kaeser, the M 50 and the M 123, the latest product in the "Mobilair" range. Atlas Copco Portable Air, Doosan Infracore Portable Power, Europower Generators, GenSet, Mase Generators, SDMO, Sullair, and TechnoGen will display their mobile power products as well.

Of course, a variety of tools for rental will be in Amsterdam, too. As an example, Italy's Beton Tool said its range of concrete flatwork tools have proved to be "very successful counter sale items for rental companies. Every builder needs a bullfloat or a Fresno blade/broom and just making them visible at the hire desk will boost non rental sales revenue."

Other planned tool exhibitors include Hilti, Hitachi, Husqvarna, ICS Blount, Stanley Hydraulic, and Wacker Construction.

From the UK, Brendon Powerwasher will show its new Bowserwasher, available in two models and powered by an "intelligent" Honda iGX petrol engine. Tracmaster will exhibit its Canon "built-for-hire" range of ground care equipment, and other ground care and utility equipment exhibitors include AUSA, Avant Tecno, Compact Power, Billy Goat Industries, Ditch Witch, TracMaster, and Vermeer.

Pumpex will exhibit its Professional series P1001-1501 dewatering pumps, in a new sturdy design, featuring new motors and improved pump tops. The Swedish company will also have on hand new drainage and sludge pumps with improved features to improve maintenance. Other pump manufacturers exhibiting will be AFEC, BBA, Goodwin, Grindex, and Mody.

The big show for aerials this year will be APEX - taking place in Maastricht, the Netherlands on 17-19 September - but IRE sees several access manufacturers taking the opportunity to show important new machines.

These include Haulotte's 28 m working height, telescopic platform H28 TJ+, which has a 6 m jib boom. Also on the stand will be its 4000 kg capacity HTL40-17 telescopic handler, as well as other models from the French company's wide range of products for rental.

JLG will show both telehandlers and access platforms, too. Particular emphasis will be on its latest compact machines, such as the "ultra-compact" 3.66 m platform height 1230ES vertical mast. Making its first appearance at a European international show will be its new super-compact, 2.5 t capacity model 2505 telehandler.

Genie will exhibit under the Terex banner, although it hasn't yet said what machines it will send to IRE. Other access and telehandler suppliers at Amsterdam will be Alimak Hek, Boecker, Camac, Euro Towers, Faresin Leguan Lifts, Manitou, and Oil & Steel.

We look forward to reporting more about the show in our May issue, and more importantly, to seeing you in Amsterdam - at all three events.

Show details

What: International Rental Exhibition/ERA Convention
When: 3-5 June, 2008
Where: RAI Exhibition Centre, Amsterdam, The Netherlands
www.IREshow.com
www.ERArental.org

Industry information and awards

The European Rental Association (ERA) is holding its third annual convention at the same time and in halls adjacent to the IRE show in the RAI exhibition centre. One of the highlights will be a presentation by US rental consultant Dan Kaplan.

This event is also an opportunity to discover the results of efforts of the ERA's committees in the fields of European legislation, statistics, contract conditions, and the promotion of the industry overall.

Convention registration (free for members) is separate than that for IRE. Visit www.erarental.org to register for the convention and to find out more about the ERA's programme of events.

IT at IRE

Visitors wanting to learn about the latest developments in information technology for rental will have lots to see. inspHire will demonstrate its new Customer Relationship Management feature and its Mobile Working technology, which gives clients access to real time information from GPRS-enabled, hand held devices.

Also on show will be the rental performance 'dashboards' and 'scorecards' from InfoManager integrated into Wynne Systems' software. These communicate core business objectives across an organisation and are a key way of monitoring critical metrics, says the company.

Touchstone's Rental Solution will be at IRE, too, demonstrating its scalable performance and global capabilities and "diarised" availability tracking.

Another IT offering is from Trimble, which will show its asset management product, called Construction Manager. It uses satellite communications to link construction equipment, remote project databases, and construction lasers.

Other IT and anti-theft companies exhibiting will include Result Group, Dagico, Kosran ECV, SmartEquip, Lawson, Lignum, Qualcomm and RFID specialist Spartan Solutions.

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