

# RER<sup>®</sup>

## Rental Equipment Register

Serving the Rental Profession | [www.RERmag.com](http://www.RERmag.com)

**OCTOBER 2022**

## Digital Rental World



**The rental industry  
gradually adopts  
e-commerce.**



# FEATURES ARE OPTIONAL. RELIABILITY ISN'T.



## NEVER IDLE

Sometimes you want the latest tech. Sometimes you just want the essentials done exceptionally well. That's why we offer distinct levels of innovation, comfort, and performance so you can get done faster, more efficiently, and on budget.



**G P X**



**JOHN DEERE**

[DEERE.COM/TAKEYOURPICK](https://www.deere.com/takeyourpick)





## 18 cover story

### Digital Rental World

Equipment is physical and communication often still must be verbal. But commerce is becoming more electronic – in rental as well as retail.

By Michael Roth, *RER*

## 8 Industry News

By Michael Roth, *RER*

Sunbelt Rentals acquires 19 rental companies; H&E Equipment Services acquires One Source Equipment Rentals; REIC acquires Blackout Energy Services; Former United and Riwal exec Norty Turner joins RESA Power as CEO; and more.



## COLUMNS

# 6 From the Editor

By Michael Roth, *RER*

The unstoppable march to digital,  
and consolidation continues.

## Product Spotlights

28 High Reach

30 Personal Protective Equipment

## Ad Index 34

## On the Cover

Background photo: Nils Ackermann\_dreamstime\_65790156

Product photos clockwise from upper left: Brokk, Caterpillar, JLG,  
Bobcat, Xylem, Orion, Ditch Witch, Doosan, JLG, Case



## FOLLOW US

**f FACEBOOK**  
Rental Equipment  
Register

**t TWITTER**  
@RERmagazine

**in LINKEDIN**  
Rental Equipment  
Register Magazine

Editorial and business office address:

7762 Airport Blvd.  
Los Angeles, CA 90045  
(310) 490-6678  
[www.rermag.com](http://www.rermag.com)

Also publishers of:

The *RER* Buyers' Guide | *RER* Reports® | *RER* ProductWire®

### Editor-in-Chief

Michael Roth, [mroth@endeavorb2b.com](mailto:mroth@endeavorb2b.com), (310) 490-6678

### Art Director

Deja Hsu, [dhsu@endeavorb2b.com](mailto:dhsu@endeavorb2b.com), (805) 679-7614

### Associate Editor

Brooke Just, [bjust@endeavorb2b.com](mailto:bjust@endeavorb2b.com), (785) 268-8620

### Associate Publisher

David Sevin, [dsevin@rermag.com](mailto:dsevin@rermag.com), (401) 246-1903

### Associate Publisher

James Carahalios, [jcarahalios@endeavorb2b.com](mailto:jcarahalios@endeavorb2b.com), (303) 697-1701

### Classifieds/Inside Sales

Steve Suarez, [ssuarez@endeavorb2b.com](mailto:ssuarez@endeavorb2b.com),  
(M) (815) 588-7372, (O) (941) 259-0867

### List Rental Sales

Smart Reach, [sr-assets@endeavorb2b.com](mailto:sr-assets@endeavorb2b.com)

### Production Manager

Sam Schulenberg, [sschulenberg@endeavorb2b.com](mailto:sschulenberg@endeavorb2b.com), (913) 967-1665

### Senior Production Operations Manager

Greg Araujo, [garaujo@endeavorb2b.com](mailto:garaujo@endeavorb2b.com), (913) 967-7513

### Ad Services Manager

Deanna O'Byrne, [dobyrne@endeavorb2b.com](mailto:dobyrne@endeavorb2b.com), (816) 832-4165

Endeavor Business Media, LLC

- **CEO:** Chris Ferrell
- **President:** June Griffin
- **CFO:** Mark Zadell
- **COO:** Patrick Rains
- **Chief Administrative and Legal Officer:** Tracy Kane
- **EVP/Group Publisher-(Industrial):** Reggie Lawrence
- **EVP Special Projects:** Kristine Russell
- **VP Marketing Solutions & Data:** Jacquie Niemiec



**CORPORATE OFFICE:** Endeavor Business Media, LLC | 30 Burton Hills Blvd., Suite 185  
Nashville, TN 37215 USA; [www.endeavorbusinessmedia.com](http://www.endeavorbusinessmedia.com)

### Customer Service:

(847) 559-7598 or send an email to [rentalequipment@omeda.com](mailto:rentalequipment@omeda.com).

**EDITORIAL OFFICE:** 7762 Airport Blvd. Los Angeles, CA 90045

**SUBSCRIPTIONS:** Subscription rates: Free and controlled circulation to qualified subscribers. Non-qualified persons may subscribe at the following rates: USA, 1 year, \$50.00; Canada & Mexico, 1 year, \$75.00; Other Foreign, 1 year, \$98.00. For subscriber services or to order single copies at \$10 each, write to Rental Equipment Register, PO Box 3257, Northbrook, IL 60065-3257 | Phone: 847-559-7598 | Toll Free: 877-382-9187 | Fax: 847-564-9453 or visit [www.rermag.com](http://www.rermag.com). Prices subject to change.

**POSTMASTER:** Send address changes to Rental Equipment Register, PO Box 3257, Northbrook, IL 60065-3257 USA.

**REPRINTS:** Contact [reprints@endeavorb2b.com](mailto:reprints@endeavorb2b.com) to purchase custom reprints or e-prints of articles appearing in this publication.

**ARCHIVES AND MICROFORM:** This magazine is available for research and retrieval of selected archived articles from leading electronic databases and online search services, including Factiva, LexisNexis and Proquest.

RENTAL EQUIPMENT REGISTER is edited for owners and managers of equipment rental and sales centers that are engaged in the rental of tools, contractor equipment, DIY/homeowner equipment, trucks, trailers and other towing and moving devices, and outdoor power equipment. Written permission must be obtained for the reproduction of any material, in whole or in part, appearing in this issue. Manuscripts and art materials will be given careful consideration only with the understanding that RER will not be responsible for loss or damage. The magazine is available free of charge by request to qualified rental dealers, equipment dealers and distributors.



# ASTOUNDING accessibility

Meet the world's largest self-propelled boom lift. With patented design features like static axle transformation and secondary platform controls, the high specification Snorkel **2100SJ** features impressive reach and lift height. Exceptional up and over capabilities offer a maximum horizontal reach up to 115 ft. with a 30 ft. jib boom and a best-in-class working envelope, with 770 lbs. unrestricted capacity with the jib boom stowed. Robust 4-wheel drive and five steering modes deliver superb rough terrain performance with a tight inside turning radius for excellent maneuverability.



**Snorkel 2100SJ**

UNSURPASSED REACH



FOR MORE INFORMATION CALL  
Snorkel™ +1 (785) 989-3000  
or visit [www.snorkellifts.com](http://www.snorkellifts.com)



**Snorkel™**



# The Unstoppable March to Digital

I hope you all enjoy this month's cover story on e-commerce, in which we talk about some of the things rental companies are doing as far as online rentals and web portals. We also talk about what some of the software providers offer as most of them offer good programs to facilitate rental companies' online offerings.

But I thought it would also be important to talk about some of the reasons why it will be important and why the people I interviewed for the cover story think e-commerce is important.

Patrice Boivin of Orion Software says rental customers expect the same simplicity as renting a hotel room. When you rent a hotel room online, you want real-time availability information – what's available and what will it cost. Plus you get immediate confirmation in just a few minutes that it's a done deal. You don't have to worry anymore about "Where will I stay when I get to Denver?" In just a few minutes you got your answer and the confirmation in your e-mail proves it. That's all it should take. To adopt a web portal, the customer needs to know that the platform is operating in real time.

Boivin also brings us back to an argument everybody in this industry has been making for years now – the reasons why rental is growing. That the rental company can manage the logistics of a job site and the procurement of the equipment better than anyone else. That's why increasingly contractors choose rental – because the contractor doesn't want to worry about obtaining the equipment, choosing it, and maintaining it. They want to outsource these functions and rental has proven that it's the way to go.

But now the rental industry has to take that next step when it comes to the selling of rental and making it easier for the rental customer.

Another factor that may propel rental further is the long lead times these days and difficulty in obtaining equipment. These supply chain issues are obviously an impediment to rental because rental companies can only service as many projects and jobs as they have equipment for, no matter how efficiently they operate. But the other side of that is taking the long view, that the shortage of equipment will send more contractors to rental companies as the solutions to their problems. Hopefully supply chain issues will be solved in the not-too-distant future. In the meantime, if more people and companies discover the benefits of rental, it will only help the industry in the long run.

What about payment? Will customers prefer alternative forms of payment besides credit cards? There's Google Pay, Apple Pay, Venmo, PayPal, ACH payments and even crypto-currency. Should rental companies be prepared for all of these payment possibilities? Is that happening already? It used to be simpler, didn't it?


Essentially, the reality is the world is going more digital. More and more companies that your rental company does business with will increasingly do business digitally, it's just reality. Individual customers will expect it, and so will companies. It makes sense to be prepared for it.

Again, merger and acquisition activity is a big topic. If you look at our Industry News section, you'll see a lot about it. Since the beginning

of its fiscal first quarter on May 1, Sunbelt Rentals has acquired 19 companies, some of which were of substantial size. I imagine Sunbelt has continued on the acquisition trail and most likely more companies have been acquired since that announcement was made.

H&E Equipment Services certainly moved the needle by acquiring 10-location One Source Equipment Rentals, a major rental player in the Midwest and South. By the way, just at press time, H&E announced that that acquisition has been finalized, officially bringing H&E to 120 branches.

Rental Equipment Investment Corp. continues to expand, acquiring a niche specialty rental company, thus expanding in the specialty rentals field and growing to 41 branches. National Equipment Dealers made an acquisition as well, buying L & N Supply Co. in a town called Dallas, Ga. And Southwest Material Handling Inc. acquired ProCon JCB. On one level it looks like one JCB dealership buying another, but Southwest is a multi-line dealership that also does rentals. Among the lines it carries is CombiLift, an interesting Irish manufacturer with some innovative material handling products.

There are other intriguing acquisitions in the works, so keep your eyes and ears tuned. And please check out *RER* Reports, our twice-weekly newsletter, free to your inbox, for up-to-the minute news. 

A handwritten signature of Michael Roth in black ink.

Michael Roth, [mroth@rermag.com](mailto:mroth@rermag.com)





**MAKE DRAIN  
CLEANING EASIER.  
KEEP YOUR  
CUSTOMERS  
HAPPIER.**

## **Speedroooter 92R®**

Make drain cleaning easier with General's Speedroooter 92R with automatic feed. Instead of wrestling a snake in and out of the drain, the automatic feed drives the cable into the line at up to 20 feet per minute, saving customers both time and labor. The automatic feed features a guide tube that keeps your customers' hands clean and away from the spinning cable. The Speedroooter 92R keeps customers happier and coming back for more.

Call the Drain Brains® at 800-245-6200, or visit [www.drainbrain.com/rental](http://www.drainbrain.com/rental).



MADE IN USA © 2022 General Wire Spring

***The toughest tools down the line.™***

***General***  
**PIPE CLEANERS**



# INDUSTRY

## Sunbelt Rentals Acquires 19 Companies Since Beginning of Fiscal First Quarter 2023

**FORT MILL, S.C.** — Since the beginning of its fiscal first quarter 2023, Sunbelt Rentals in the United States, Canada and United Kingdom, has acquired

On June 1, Sunbelt Canada acquired the entire share capital of MacFarlands Ltd., a general tool and equipment business in Nova Scotia and New Brunswick.

Following that up a week later, on June 8, Sunbelt U.S. acquired the business and assets of Amos Metz Rentals & Sales LLC, a general tool

rental business based in Woodland, Calif., near Sacramento.

On June 29, Sunbelt U.S. acquired the business and assets of George's Tool Rental, a general and tool and equipment company in Pennsylvania. Gary Stansberry of the Stansberry Firm represented George's Rental during the transaction.

On July 7, Sunbelt U.K. acquired the entire share capital of PKE Lighting Holdings Ltd., a specialty rental company.

On July 13, Sunbelt U.S. acquired the business and assets of Milford Rent-All, a general tool rental business in Delaware.

Two days later, on July 15, Sunbelt U.S. acquired the business and assets of R&N Tool Rental, a tool

and equipment rental company in Lebanon, Ind.

On July 20, Sunbelt U.S. acquired the business and assets of Chump Management, trading as Power Equipment Rental, a general tool and equipment rental company in Heber City, Utah.

Two days later, Sunbelt U.S. acquired the business and assets of Harmar Contractors Equipment, a general tool and equipment rental company in Pittsburgh.

And on July 28 Sunbelt U.S. acquired the business and assets of A-V Equipment Rentals, a general tool and construction equipment rental business in Newhall, Calif.

### Post-Q1 acquisitions

Since the close of the quarter, Sunbelt made seven more acquisitions for a total purchase consideration of \$183 million.

On Aug. 2, Sunbelt Canada acquired the entire share capital of Compact Rentals Ltd., a general tool and equipment rental business in the province of Alberta.



**R.J. Lalonde**  
Equipment Rental,  
based in Signal Hill,  
Calif., specializes  
in heavy earthmoving  
machinery from  
three branches in  
California.

Photo by LaLonde Equipment Rentals

19 companies for a total of approximately \$509 million. Sunbelt acquired 12 companies during the quarter, extending from May 1 to the end of July, and an additional seven more since the quarter ended.

Sunbelt spent \$326.3 million on a dozen acquisitions in the fiscal first quarter, with a possible \$19.7 million more in contingent consideration. The acquisitions began May 5 with Sunbelt U.K. acquiring the entire share capital of Movietech Camera Rentals Ltd. and Movietech Cymru Ltd. Movietech is a specialty business focusing on film and TV production equipment rental.

On May 13, Sunbelt U.S. acquired the business and assets of the power rental division of Filmwerks LLC, a specialty business in North Carolina also focused on film and TV production equipment rental.

On May 20, Sunbelt U.S. acquired the business and assets of Mashburn Equipment LLC, a heavy equipment earthmoving rental company in Georgia. Dan Conway of Craft Partners LLC represented Mashburn Equipment L.L.C. in the transaction.



# NEWS

The next day, Aug. 3, Sunbelt U.S. acquired the business and assets of Rental Country Inc., a general tool and equipment rental business based in Vineland, N.J., with three other New Jersey locations.

On Aug. 10, Sunbelt U.S. acquired the business and assets of R.J. Lalonde Equipment, based in Signal Hill, Calif., with branches in Bakersfield and Tracy, Calif. Lalonde Equipment specializes in rental of heavy earthmoving equipment. Conway of Craft Partners LLC also represented Lalonde Equipment in the transaction.

On Aug. 24, Sunbelt U.S. acquired the business and assets of Alaska Pacific Rental LLC, a general tool rental business in Palmer, Alaska.

On Aug. 31, Sunbelt U.K. acquired the entire share capital of Optimum Power Services Ltd., a specialty business, providing power rental services in Rochester, England.

On Sept. 1, Sunbelt Canada acquired the entire share capital of Flagro Industries Ltd., a specialty business, providing HVAC services in St. Catharines, Ontario, Canada.

And on the same day, Sunbelt Canada acquired the entire share capital of general tool rental company Xtreme Rentals, based in Langley, B.C., specializing in telehandler and boom lift rentals.

Based in Fort Mill, S.C., Sunbelt Rentals is No. 2 on the *RER* 100. 

## H&E Equipment Services Acquires One Source Equipment Rentals

**BATON ROUGE, La.** — H&E Equipment Services Inc. announced the signing of a definitive agreement to acquire One Source Equipment Rentals Inc., a provider of non-residential construction and industrial equipment with operations in the Midwest and Southern United States. One Source, which is employee owned, operates 10 branches, including three locations in Illinois, three in Indiana, two locations in Tennessee and one each in of Kentucky and Alabama. Under the terms of the definitive agreement, H&E is expected to pay \$130 million in cash for One Source, before customary adjustments. The transaction is expected to close during the fourth quarter of 2022, following regulatory clearance and the completion of other customary closing conditions.

Brad Barber, CEO of H&E Equipment Services, noted the strategic rationale for the transaction. “For more than 20 years, One Source has emphasized a culture where equipment reliability and customer support and satisfaction are vital features for success, resulting in an equipment rental operation with



**The acquisition of One Source Equipment Rentals strengthens H&E's market share in the Midwest.**

Graphic by H&E Equipment Services


strong consumer loyalty throughout its branch network, Barber said. “These important attributes, which are underscored by a dedicated base of employee owners, offer an exceptional cultural fit with H&E. Also, the transaction will expand our geographic footprint into the Midwest with operations in Illinois and Indiana, as well as operations in Kentucky. Finally, the demonstrated success of our accelerated warm start plan, with 15 warm start and greenfield locations established since early 2021, will prove beneficial as we evaluate post-integration growth opportunities in the Midwest and other surrounding regions with attractive prospects for expansion.”

Over the past 12 months ended July 31, 2022, One Source has generated revenues of approximately \$59 million

with a fleet size, as measured by original equipment cost, of approximately \$138 million. One Source's fleet consists primarily of aerial work platforms, material handling equipment and other general equipment lines.

Following the closing of the transaction, H&E's equipment rental operations will extend across 117 branch locations in 28 states.

Founded in 1961, H&E Equipment Services serves a diverse set of end markets in many high-growth geographies including branches throughout the Pacific Northwest, West Coast, Intermountain, Southwest, Gulf Coast States, Southeast, Midwest, and Mid-Atlantic regions.

Based in Baton Rouge, La., H&E Equipment Services is No. 7 on the *RER* 100. 

## Former United Rentals and Riwal Exec Norty Turner Named CEO of RESA Power

**HOUSTON** — RESA Power LLC, a market leader in power systems electrical testing, transformer services, and life extension solutions for power distribution equipment, announced that Norty Turner has been named its incoming CEO. Turner, 50, a field-led industrial services business veteran, has held senior leadership roles with United Rentals, Riwal and Hertz Equipment Rental Corp.

Monte Roach is retiring from his current role as CEO and has been named chairman of the board

After major executive stints at Hertz Equipment Rental Corp., Riwal and United Rentals, Turner brings his varied leadership skills to RESA Power.

Photo by RESA Power



of directors. Roach will continue to be involved in day-to-day operations as Turner onboards into his new role. Turner will also join the RESA Power board of directors.

“I could not be more thrilled with Norty agreeing to join RESA Power and lead the company into the future,” said Roach. “Norty brings exactly the right set of experience and background to RESA Power at this critical inflection point of accelerated growth. His boundless energy, experience, and ability to connect with people on an individual level optimizes what makes RESA Power such a special place to work. Personally, I cannot wait to see what the future brings to RESA Power, with this awesome team in place and Norty minding the rudder.”

Prior to his new role at RESA Power, Turner was senior vice president, services and advanced solutions at United Rentals, where he focused on

building and scaling services businesses including United Academy, customer equipment solutions, and advanced solutions. Before joining United Rentals, Turner was CEO of Riwal, an international rental and sales specialist of aerial work platforms, telehandlers, and power generators with 67 branch operations in 16 countries, from 2012 to 2018. Prior to joining Riwal, Turner had a series of sales and operations roles at Hertz Equipment Rental Corp. beginning in 1995. He ultimately served as vice president of HERC EMEA and concurrently as president of Hertz Equipment France.


“I am honored to join the RESA Power team as CEO and to be given the opportunity to lead such a talented team in this amazing company,” said Turner. “I want to extend special thanks to Monte for being such a driving force in leading RESA Power over the last three years to where the company is today - the industry leader. I am looking forward to building on the team’s great work in delivering outstanding service for our customers, long and successful careers for our employees and realizing meaningful value for our stakeholders.”

### Investcorp praises move

Amit Gaiand, partner at Investcorp, said, “We want to thank Monte for the strong momentum RESA Power has built and his partnership and continued guidance. Norty’s experience and field leadership style is the right combination for RESA Power and aligns with our vision for the company going forward. RESA Power

has an exceptional team and strong opportunities for growth that will help the company fortify its leadership position in the industry.”

Turner was president and a member of the board of directors of the International Powered Access Federation from 2013 to 2022. He holds a Bachelor of Arts in Psychology from the University of North Carolina at Chapel Hill, and a Master of Science in Management from North Carolina State University.

RESA Power, a portfolio company of Investcorp, a global alternative investment firm, is a market leader in power systems services and life extension solutions for power distribution equipment used in mission-critical environments. With 25 locations across the United States and Canada, headquartered in Houston, RESA Power is capable of ensuring its customers’ critical power systems are safe, reliable, and operating at peak efficiency. Visit [www.resapower.com](http://www.resapower.com). 





# Challenge Everything

We've spent more than a century investing in solutions that deliver more power, reliability, and fuel savings. Leveraging the R&D resources and proven experiences of the Volvo Group to bring our customers to the forefront of sustainable driveline technologies.

We don't just do things for the sake of doing them, and we know you don't either. Together, let's rethink the possibilities and take your operations – and bottom line – to the next level with Volvo Penta's industry-leading Tier 4 Final solutions.



**Lower Total Cost of Ownership**  
Better Value In The Long Run



**Fuel Efficiency**  
Reduce Your Operational Cost



**Service and Support**  
Global Dealer Network With  
Local Expertise



Scan the code to learn more.

**V O L V O P E N T A**

## Sunbelt Rentals Jumps Revenue 29.6 Percent in Fiscal First Quarter 2023

**FORT MILL, S.C.** — Sunbelt Rentals U.S. posted \$1,899.2 million in revenue for the fiscal first quarter of 2023 compared to \$1,465.2 million in the fiscal first quarter of 2022, a 29.6-percent year-over-year increase. Sunbelt Canada posted U.S. \$137.1 million compared to \$121 million a year ago, a 13.3-percent hike. In the U.K., fiscal first quarter revenue was U.S. \$222.7 million compared

Horgan, Ashtead chief executive. “This market outperformance across the business is only possible through the dedication of our team members who deliver for all our stakeholders every day, while ensuring our leading value of safety remains at the forefront of all we do.

“Our end markets remain strong, and we continue to execute well across all actionable components of our strategic growth plan, Sunbelt 3.0. In the quarter, we invested \$699 million in capital across existing locations and greenfields and

“Our business is performing well with clear momentum in supportive end markets. We are in a position of strength and have the experience to navigate the challenges and capitalize on the opportunities arising from the market circumstances we face, including supply chain constraints, inflation, labor scarcity and economic uncertainty, all factors which we are convinced are drivers of ongoing structural change. The business is performing strongly, with revenue and operating profit ahead of our previous

expectations. This performance is offset by increasing interest costs and therefore, we expect adjusted profit before taxation for the year to be in line with our previous expectations and the board looks to the future with confidence.”

### U.S. rental-only revenue jumps

In the U.S., rental only revenue was \$1,389 million compared to \$1,102 million in fiscal Q122, a 26-percent jump, demonstrating the benefits of Sunbelt’s strategy

of growing its specialty businesses and broadening its end markets. Organic growth (same-store and greenfields) was 20 percent, while bolt-ons contributed 6 percent of rental-only revenue growth. In the quarter, Sunbelt’s general tool business grew 23 percent, while its specialty business jumped 38 percent. Rental-only revenue growth was driven by both volume and rate improvement in what continues to be a good rate environment. Rental revenue jumped 29 percent to \$1,768 million.



**In the quarter, Sunbelt’s general tool business grew 23 percent, while its specialty business jumped 38 percent.**

Photo by Sunbelt Rentals

to \$265.7 million a year ago, a 16.2-percent decline.

The entire company posted \$2,259 million in fiscal first quarter revenue compared to \$1,851.9 million a year ago, a 22-percent increase.

Rental revenue for Ashtead was \$2.075 billion, compared to \$1.669 billion a year ago, a 24.3-percent hike.

“The group has made a strong start to the financial year across all geographies with rental revenue up 26 percent at constant currency,” said Brendan

\$337 million on 12 bolt-on acquisitions, adding a combined 33 locations in North America. This significant investment is enabling us to take advantage of the substantial structural growth opportunities that we see for the business as we deliver our strategic priorities to grow our general tool and specialty businesses and advance our clusters. We are achieving all this while maintaining a strong and flexible balance sheet with leverage near the bottom of our target range.



**RENT THE PROFESSIONAL'S CHOICE!!!**

# **Ecam Ace2SL**

## **Pipeline Inspection Camera**

Heavy-duty protective screen cover

**Built-in battery cradle**

\* Accepts a Milwaukee M18 Battery (Battery Not Included)

**Color camera**

Standard with a **Self-Leveling Color Camera**, One-touch USB recording, On-screen footage counter, built-in battery cradle\*, 6" wheels for easy transport and maneuverability.

Rugged stainless steel housed 1.68" dia. Self-Leveling color camera for inspecting 3"-10" lines. Sapphire lens with 20 LED light ring and high resolution CCD element. Flexible camera spring designed to navigate 3" P-traps. Auto iris adjusts lighting automatically. Industry standard 512HZ sonde. 5.4" LCD monitor with AR film for optimal viewing in sunlight. Video output jack for recording option. 200 ft. of premium 1/2" dia. push rod. Secure-locking reel brake and a heavy-duty protective screen cover.

### **Ace 100-Micro**

Video streams directly to any mobile device which can be used as your monitor.



# **Model R**

## **Drain Cleaning Machine**

Professionally engineered to clean 3"-6" diameter pipelines up to 100 ft.

The Model R is ideal for both homeowners and contractors. The unit runs either 5/8" or 3/4" cable and is built on a rugged 1 1/4" steel tubing frame with an open cage for quick inspection and easy cleaning. Large 10" wheels allow for easy maneuvering and a 20 ft. power cord with a built-in GFCI protects the operator. A typical application for the Model R is cleaning tree roots from a main sewer line that runs from the house to the street. Snap-lock tool connector holds cleaning tools securely in place; no screws required to connect tools... it's a snap!

12" Flex Leader

Galvanized aircraft wire inner core cable  
**The toughest cable in the industry!**

# **Electric Eel®**

Tree root removal



**1-800-833-1212**


**www.electriceel.com**



The U.K. business generated rental only revenue of £104 million, a 5 percent increase compared to £99 million in the fiscal first quarter of 2021. After the cessation of free mass COVID testing in April 2022, revenue from the Department of Health related to the demobilization of the testing site decreased. Excluding the impact of the work for the Department of Health, rental-only revenue increased 19 percent. Rental revenue in-

creased 11 percent to £149 million, compared to £134 million in the year-ago quarter. Total revenue decreased 4 percent to £182 million from £190 million a year ago, reflecting the high level of ancillary and sales revenue associated with the work for the Department of Health.

Canada's rental only revenue increased 18 percent to C\$131 million, compared to C\$111 million a year ago. Markets are robust and the original Canadian

business is growing in a similar manner to the U.S. with strong volume growth and rate improvement, in a good rate environment. The lighting, grip and lens business continues to be affected by market uncertainty, with the threat earlier this year of strikes by production staff in Vancouver, resulting in productions being delayed or moved elsewhere. Rental revenue increased 20 percent to C\$159 million, compared to C\$132 million a year ago. 

## Rental Equipment Investment Corp. Acquires Blackout Energy Services

**KALISPELL, Mont.** — Rental Equipment Investment Corp., a portfolio company of Kinderhook Industries LLC, has acquired Blackout Energy Services. Headquartered in Williston, N.D., Blackout Energy is a provider of specialty rental equipment,

"I am very excited to join the REIC Specialty team," said Danny Morton, owner of Blackout Energy. "Combining our team with the resources of REIC and Kinderhook will allow us to grow the business to better service our customers the way we have been striving for."


"The acquisition of Blackout Energy is consistent with REIC's strategy for growing its specialty rental business," said Paul Cifelli, managing director at Kinderhook. "Following the combination, REIC will now operate 14 standalone specialty locations."

Financing for the transaction was provided by a PNC Capital Markets bank syndicate, which included Flagstar Bank, BancAlliance, Banc Hapoalim, First Merchants Bank, MUFG Union Bank and Stifel Bank & Trust.

Founded in 2003, Kinderhook Industries, LLC is a private investment firm that manages more than \$5.2 billion of committed capital. It has made more than 325 investments and follow-on acquisitions since inception.

Founded in 2014 and headquartered in Kalispell, Mont., REIC is a multi-regional rental equipment services platform. REIC offers a broad selection of general and specialty rental equipment. The company's general rental fleet includes aerial, earthmoving, power, compression and other small equipment pieces, while the specialty rental segment is focused on HVAC products. In addition to its Kalispell headquarters, REIC serves its customers out of a strategic footprint of 41 locations spanning North America (36 locations in the U.S. and five in Canada).

Rental Equipment Investment Corp. is No. 43 on the RER 100.

For more information visit:  
<https://www.reicorporation.com/> 

**REIC continues to grow its specialty division with the acquisition of Blackout.**

Logo by Rental Equipment Investment Corp.



specializing in flameless heaters and light towers. Blackout Energy represents REIC's third add-on acquisition under Kinderhook's ownership and the company's 15th since its inception. Financial terms of the transaction were not disclosed.

"The Blackout Energy acquisition continues the growth of our specialty rental division, REIC Specialty LLC," said Kevin Fitzgerald, CEO of REIC. "Blackout Energy is an excellent company with strong management that will allow us to expand our flameless heaters and light tower product offerings in the growing area of North Dakota and its surrounding states."

Dennis Haller, CEO REIC Specialty, added, "We are very excited to welcome the Blackout Energy team to REIC's special rental division. BOE has been a key customer for our JetHeat flameless heater product and expanded the awareness of the product throughout the Bakken market."



***You DESERVE the VERY BEST!***



**35 or 55 Ton Capacity  
TRAVELING TAIL**



**35 or 55 Ton Capacity  
DETACHABLE  
GOOSENECK**



***Landoll Trailers***

[www.landoll.com/trailers](http://www.landoll.com/trailers) 800.428.5655 [trailersales@landoll.com](mailto:trailersales@landoll.com)

## Bottom Line Equipment Forms Pro-Fit Solutions Specialty Attachments Group

**ST. ROSE, La.** — Bottom Line Equipment LLC recently announced the formation of Bottom Line Pro-Fit Solutions Specialty Attachments group.

The new Bottom Line Pro-Fit Solutions team is comprised of specialists focused on delivering unique equipment and specialty attachment solutions to Bottom Line customers. Bottom Line is known for providing access to hard-to-find specialty solutions that combine the raw power and flexibility of carrier equipment like excavators, dozers, wheel loaders, compact track loaders, and telehandler forklifts with tools designed and engineered to maximize productivity, profitability, and operator safety.

The Bottom Line Pro-Fit Solutions team delivers these benefits and more through a focused commitment to providing customers with the right tool for every job. Some of the applications possible with the Bottom Line Pro-Fit Solutions packages include:

- Performing a complex site demolition project using a single carrier excavator with hydraulic quick-coupler capabilities to operate a mobile shear, hydraulic concrete breaker, rotating grapple, concrete pulverizer, and bucket;



- Leveraging the auxiliary hydraulics of a 36-metric ton excavator to fuel an 80-ton vibratory sheet pile driver;
- Lifting and moving heavy pipe and enormous cut slabs of concrete using advanced vacuum lifter technology;
- Quickly loading, hauling, and dumping 60-ton loads of material from one side of a jobsite to another with a tractor and dual side-dump trailers.

Bottom Line's fleet includes mobile shears, hydraulic concrete breakers, crushers, plate compactors, rotating grapples, vibratory sheet pile drivers, mulchers and many other specialty attachments. Industrial and commercial construction projects, pipelines, right-of-way land clearing, debris removal, farming, agriculture, and many other heavy operations can all be performed with improved productivity, value, and safety.

"The Bottom Line Pro-Fit Solutions Specialty Attachments Group is the latest example of our commitment to the industries we serve," said Kurt Degueyter, Bottom Line CEO, owner and founder. "This team is focused on acquiring, configuring, and delivering unique equipment and specialty attachment solutions that improve the efficiency, profitability, and most-importantly, the safety of our customers."

Bottom Line Equipment, headquartered in St. Rose, La., is No. 41 on the **RER** 100.

## H&E Opens New Branches in California, Delaware and Florida

**BATON ROUGE, La.** — H&E Equipment Services opened three new branches last month – in Hollywood, Fla.; New Castle, Del.; and Indio, Calif.

The branches specialize in the rental of aerial lifts, telescopic forklifts, earthmoving machinery, compaction equipment, generators, compressors, and more and represents the following manufacturers: Allmand, Atlas Copco, Bomag, Case, Club Car, Cushman, Doosan, Gehl, Generac Mobile, Genie, Hilti, Husqvarna, JCB, JLG, John Deere, Kubota, LayMor, Ledwell, Lincoln Electric, Link-Belt Excavators, MEC, Miller, Multiquip, Polaris, Skyjack, SkyTrak, Sullair, Sullivan-Palatek, TAG, Taylor, Towmaster Trailers, Wacker Neuson, Yanmar, and others.

September 21, H&E Equipment Services Inc. opened its Hollywood rental branch, its 10th in the state of Florida.

"H&E has identified several locations to better serve its Florida customers and is expanding in the Sunshine State," said branch manager Robert Monterrey, who has worked in the area for more than a dozen years. "Between our new Hollywood branch and our existing Pompano Beach facility, our company has the Atlantic coast covered down to Miami. The construction market in south Florida is healthy and growing, and we are well-positioned just off of I-95 and near other major thoroughfares for convenient, fast service to customers. With a 20-year track record in the state and one of the youngest fleets in the industry, we can deliver reliable equipment for any project in the area."

Effective September 23, H&E opened a New Castle, Del. branch, its first in the state of Delaware, to serve customers throughout Delaware, eastern Maryland, and southern New Jersey.

"H&E has served the Baltimore-Washington area for many years, and we opened a facility in Philadelphia earlier this year," said branch manager Todd Legg, who has worked in the region for more than 30 years. "Our New



**H&E is continuing its expansion in multiple regions of the United States.**

Photo by H&E Equipment Services

Castle branch is directly in the middle of those locations, allowing us to reach customers in growing suburban areas just outside of the major cities. With the efficiency that comes with



locating branches closely along the major north-south interstate system, we will be able to move equipment into place for customers all around the quad-state area. Steady population trends, increasing GDP, and other favorable local economic conditions show a strong, long-term construction forecast, and with one of the youngest fleets in the industry, we can deliver reliable equipment for any project in the area.”

And on September 27, H&E opened its new Indio, Calif., branch, its 12th location in California.

“From Palm Springs down to the Salton Sea and the surrounding areas, H&E has serviced the region from nearby branches for several years,” said Indio branch manager Jacob Murrieta, who has been with H&E for nearly 20 years. “With such demand for quality equipment, we’ve taken the next natural step and established a location right in the heart of the Coachella Valley, which hosts a mixture of everything: agriculture, green energy like solar and wind, geothermal energy, entertainment, leisure, and, of course, general construction. The growth in the last

decade has been incredible. The new branch opens its doors at the same time as the much-anticipated home of the Firebird hockey team and will be ready for events such as Stagecoach and Coachella Fest 2023. Our team represents decades of experience from members who call the Coachella Valley home and we can’t wait to grow with this beautiful place.”

For more information about H&E Equipment Services, visit [www.he-equipment.com](http://www.he-equipment.com). Based in Baton Rouge, La., H&E Equipment Services is No. 7 on the RER 100. **RER**

## National Equipment Dealers Acquires Georgia’s L & N Supply Co.

**LEXINGTON, N.C.** — National Equipment Dealers LLC finalized its acquisition of L & N Supply Co., a family-owned heavy equipment distributor located near Atlanta in Dallas, Ga. L & N Supply Co. earned a strong reputation for servicing customers throughout Georgia over the past 32-plus years.

Established in 1990 by Jimmie Brian Long, L & N Supply Company Inc. began as a distributor of ground-engaging tools and undercarriage components. Over the years the company grew to represent several major heavy equipment manufacturers, some of which are also represented by NED like Manitou, Mustang, WerkBrau and Connect Work Tools.

As NED continued to seek out new strategic growth opportunities throughout the southeastern United States, it considered L & N Supply Co.’s culture, equipment expertise, location, and leadership team to be a good match for the company’s expansion.

“L & N was the right partner for NED for many reasons, including their company heritage and values,” said Will Blackerby, vice president of fleet, NED. “They have been in business for over 32 years. You don’t stay in business that long unless you are doing something right, and ultimately that boils down to taking care of your customers.”

L & N Supply Co. will become NED’s 15th location across a five-state footprint. Zach Long, Brian’s son, was just an infant when the company began. Today, as the company becomes a new NED branch, Zach Long will continue to work with NED as the general manager for the Atlanta market.

“L & N Supply flourished over the years because we remained committed to important principles like

safety, integrity, quality, and value for our customers. We look forward to continuing this commitment as we move ahead with NED,” said Zach Long.

National Equipment Dealers LLC is a heavy equipment rental, sales, and services company with a long history of customer

service and support. Now under one name, NED is represented across five states with 15 locations in Texas, North Carolina,

South Carolina, Georgia, and Florida. NED represents many brands of construction equipment, industrial equipment, and attachments. Some brands are represented across all locations, like Hyundai Construction Equipment and Bell Trucks and many other brands are represented in specific regions, including Manitou, Mustang, Gehl, Yanmar, Dynapac, Sakai, Kinshofer, Denis Cimaf, Werk Brau, Pemberton Attachments, Tana, Humdinger Equipment, Fuchs, Lamtrac, Bultrite Attachments, Rockland Attachments, Barko, Prinoth, CMI, K-Tec and others.

The new location in Dallas will be renamed NED LLC, in accordance with NED’s current branding strategy. L & N Supply Company will join the other NED legacy companies that collectively serve as the foundation for NED’s continued growth and success in the construction equipment industry.

“At NED, our sustainable growth as a company is dependent on strategic alliances with companies and people that are like-minded with similar ethics and principles to ours. L & N Supply Company and their people fit the NED mold and will add tremendous value to our growing company,” said Jesse Beasley, chief operating officer, NED. **RER**



The staff of L & N Supply, recently acquired by NED.

# Digital Rental World

Equipment is physical and communication often still must be verbal. But commerce is becoming more electronic – in rental as well as retail.

BY MICHAEL ROTH, *RER*

**T**hink about the rental process from the customer's point of view. He wants the equipment for the project, he wants the relevant accessories for the job, he wants a reasonable price, and he wants it to be ready exactly when he wants it, whether it's delivered or he's going to pick it up. Few things upset a customer more than the item not being there when he needs it. And of course, he expects to be billed accurately.

If your rental company can figure out how to do those things online, reserving and renting equipment online will work. And however much they want to make it all digital, and make the phone call obsolete, the telephone better be working if something goes wrong. Because however digital that customer wants to be, if the equipment isn't delivered on time, or he can't figure out how to work it or it

doesn't appear to be functioning properly, or if it breaks down on the job, the customer doesn't want to go to a website. He wants to make a call, have a real live human being answer the phone, and be able to know what he's talking about and respond to the question or problem immediately. Immediately because while he might be a great customer, his temperature is probably already rising.

That's when the human element has to come in or that transaction is doomed, and the customer is not likely to want to repeat. There is probably no computer software that can apologize, let the customer know it knows exactly how he feels, and then patiently, step by step, guide him through the next steps. At that point, the skillful human touch enters the equation and makes or breaks the transaction.

But digital rental is happening, not as fast as retail but it's increasing.



E-commerce as a percentage of U.S. retail sales went from 4.6 percent to 18 percent from 2010 to 2020, according to one estimate. Which direction do you think it will be by 2030? Maybe 25 percent, maybe 30 or 40 percent. I don't think it's likely to level off at that point. More likely it will keep rising and probably a lot faster.

Another article says it grew 5.4 times during the decade of the '10s, from \$1 trillion to \$5.4 trillion. A different study might have slightly different numbers, but the essence is going to be the same. And, with time, the pressure to do it will come from customers and competitors, if it hasn't already.

As Colin Grill, CEO of Aaction Rents, Windsor, Calif., says, much of it is generational. "You've got a generational divide between the boomers and the millennials," he says. "As genex and millennials are more and more of the market it's going to be a more comfortable way for them to do business. We have to adapt."

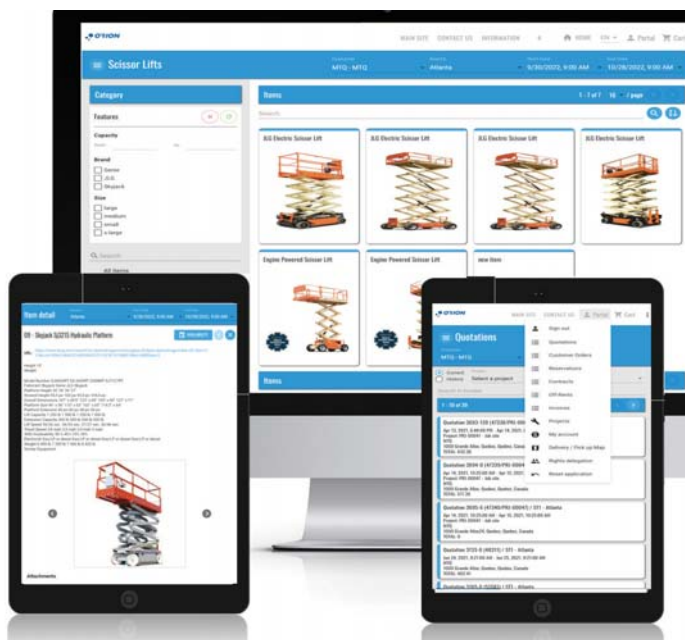
"We see a significant upswing in the number of customers who prefer to manage their equipment rental spend online," says Guy Manuel, CEO of Stephenson's Rental Services, Mississauga, Ontario. "It's why we have invested so much into our new customer portal, called EasyLink. It provides our customer base with an unequalled platform to easily manage their projects with the ability to rent, off-rent, or request service on their schedule, not ours! In addition, our telematics, climate monitoring, reporting, and PO management modules bring real value to our customer base."

To companies that have found success in online renting, it tends to be part of a larger package of services. It's not just reserving, or just calling off-rent, but it's part of a larger suite of online services.

"Obviously, the basics of renting, off-renting, and requesting service are the basic table steaks, but making a customer's day-in and day-out activities simple is really

crucial," Manuel says. "We are careful not to overwhelm them, but allow them to customize notifications, their view, and their reporting to focus on what's important to them. Visual dashboards help draw attention to what our customers feel is most important in their project lifecycle. Reducing the amount of paperwork or keystrokes is critical, as is providing complete transparency on how their business with us looks. We are here to help them save time and money."

Bob Kendall, CEO of Star Rentals, says Star customers don't actually place orders via the



company's website, but they do inquire about availability and price. However, the actual transaction can only be generated by Star Rentals staff. Most online inquiries, Kendall says, are not regular customers but rather potential opportunities.

"We do not actually track the number of inquiries at this time, but the volume is definitely more than several years ago and growing," Kendall notes.

However, Star does have a website portal which Kendall calls "an integral component of the customer experience. Being able to track equipment by type, job location, duration and billings is very popular."

Kendall says the most important online services are electronic billing and customers' ability to access their accounts through the portal.

**Orion Software's e-commerce solution is a complete shopping cart for rental and sales, a web portal for customers and a rental and sales solution for the sales staff.**

Graphic by  
Orion Software





**Point of Rental's customer portal enables customers to reserve a rental, call items off rent, view all the machines they have on rent and pay their bills.**

Graphic by  
Point-of-Rental  
Software

"Rental and sales inquiries are more spontaneous and require immediate responses. That is what the customer is looking for when it comes to ordering," Kendall says.

But the Internet does serve Star as a means of building relationships with potential customers.

"The website is a great tool coupled with the ability for customers to reach out directly about products and pricing then receiving a timely response," Kendall says. "From our perspective, this is the first step in turning an inquiry into a customer and ultimately maybe a business relationship."

### Current market tailwinds

Some rental companies have been forced by the current marketplace realities to hold off on plans to develop their digital strategies.

"I thought I'd have an online portal by now," says Grill. "But inflation and scarcity of employees, everything else has kind of slowed things down."

A few other rental company owners contacted for this story also said they are not sure if they have sufficient staff to devote the attention required to install and manage an e-commerce system.

"My belief is that even with a portal it would create complexities and management that we are not ready for," says Anthony

Durante, executive chairman of Durante Rentals. "My vision is that we think of client portals as all encompassing (book, call off, payment, etc.)"

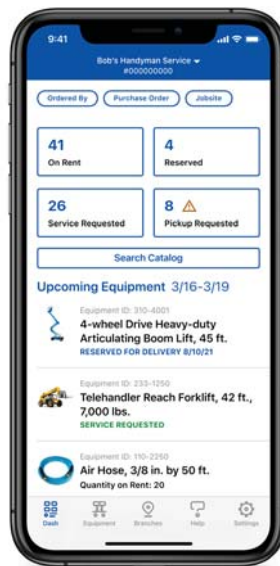
Obviously larger rental companies have more budget, management infrastructure and staff to set up the system and make sure the details are operating smoothly.

"Customers are looking for ways to optimize efficiencies and transacting digitally has become an avenue to do just that," says Paul Maddison, director of digital innovation, United Rentals. "For a lot of transactions, e-commerce makes sense, and customers have come to rely on the convenience of online channels. Capabilities such as access to your complete rental history, the ability to click a button to repeat an entire order, the ability to set up plus save jobsite and payment information mean complex orders can be

made digitally in only a few clicks. Rental websites are also a source of knowledge. Industry guides, detailed equipment specification, operational instructions, case studies and safety guides mean people can ensure they choose the right solutions and equipment for the job."

"With the development of Navigator, Sunstate wanted to do more than simplify use, display rental information, and provide online access to directly manage rental activity," says Josh Curtis, director of marketing for Sunstate Equipment Rental, referring to Sunstate's online system. "We sought to create a digital projection of our business philosophy to be transparent and measure how we perform for our customers. To embolden those business principles, we

created metrics to measure billing and delivery accuracy, as well as service and equipment uptime that are available online to every customer. Sunstate harnesses 45 years of knowledge and experience as one company in the rental industry to provide our customers with a powerful online tool to empower self-service, while also ready to pick up the phone and provide local support anytime."



**United Rentals staff and customers can keep track of a wide range of information by mobile phone at jobsites.**

Graphic by United Rentals



Rent more  
Move more  
Service more  
**Earn more.**

The rental industry's top-performing companies get more from their equipment with Wynne Systems' ERPs. Reach out today to learn how more can be yours too.

[wynnesystems.com](http://wynnesystems.com) | [marketing@wynnesystems.com](mailto:marketing@wynnesystems.com)

 **wynne**  
RentalMan

**Wynne Systems' customer portal enables customers to review their own accounts, see what machines they have on rent, see what machines are available for rent, pay accounts, and more.**

Graphic by Wynne Systems

**Wynne Systems' customer portal enables customers to review their own accounts, see what machines they have on rent, see what machines are available for rent, pay accounts, and more.**

Graphic by Wynne Systems

Curtis says online ordering has grown steadily during the past seven years since Sunstate launched it and accelerated significantly since the pandemic.

"The combined effect of releasing Navigator during the pandemic grew customer use of online rental management from less than 10 percent of customers prior to the pandemic to over 50 percent today," he says. "Customers continue to utilize more and more features built within Navigator and we expect that trend to continue."

"Online retail companies have set the experience and expectation for customers, we now need to adopt advancements in technology and apply this online service to our industry," says Lance Renzulli of High Reach Co., Sanford, Fla. "Prior to the pandemic we launched a new website that was mobile friendly and within the first three months we noticed a major increase in parts orders, requests for rentals and machine sales. Within one month we had three times more activity online than we did in one year on our previous website."

### Supplying the e-commerce experience

Most software providers to the rental industry offer a suite of e-commerce services. For some rental companies, use of these services will involve significant adaptation to fit with their

telematics systems and their point of sale and management systems. For others, it's more plug-and-play. But software is rarely that simple – it usually requires some adaptation and integration.

RER spoke with some of the leading suppliers of rental software to see what they offer to facilitate e-commerce systems that rental companies can use to enhance the online experience for their customers.

"Our e-commerce solution is providing three main functions: One, it's a complete shopping cart to reserve equipment or buy sales items with all the best features to search, add to the cart and checkout options to pay online," says Patrice Boivin, CEO of Orion Software. "It's a complete web portal for clients to follow up their current contracts, sign their quotes, view delivery trucks in real-time on a map, request for maintenance onsite, or return and access statement of accounts. It's a rental and sales solution for the sales force to reserve and manage all transactions with a complete CRM. It's all on the same mobile app or web site."

Boivin adds that the company's web portal provides availability and specific rates by branch, the specifications of the equipment along with documents for operating the equipment, videos or links to manufacturers.



# A COMPLETE rental software solution



Rental & Sales



Inventory Management



Service & Maintenance



Deliveries & Pickups



AI Damage Protection



Accounting



E-Commerce



Reporting & Analytics



Secure Payments



Enhanced Inspections

## **TEXADA**

texadasoftware.com  
success@texadasoftware.com  
1-800-361-1233



A proud member of

 **ARA**  
American Rental Association



"A few years ago, e-commerce felt like something that only the large corporate rental companies needed to worry about," says Matt Hopp of InTempo Software. "However, as more local and regional organizations are getting on board, it's becoming a 'must-have' rather than a 'one day we'll get to this' idea. Getting started with e-commerce can feel like such a big project that companies want to wait just a little bit longer before adopting it. However, everyone has to start somewhere; even a basic setup is a step in the right direction.

"We recommend choosing an e-commerce platform that can grow alongside you - first with basic inventory and checkout capabilities, then with a full, robust integration with your base rental software.

From there, you can layer in reporting, online advertising, and other 'extras' once you've got the basics in place."

Point of Rental Software offers a few different software products, all of which can adapt to e-commerce.

"Point of Rental handles all of the e-commerce tasks [used in rental]," says Caleb Yell, e-commerce manager, Point of Rental Software. "It may handle them differently depending on the product. All of our products allow rental stores to take reservations (or only take quotes if you prefer) and see availability over any requested dates. Regarding availability across locations, customers using Elite or Syrinx can choose a location and the software will notify the rental counter to create transfer orders; for people that work with rental stores, that's typically the best workflow. Essentials Enterprise customers -- basically, retail outlets who offer rental as a part of the rest of their services -- are able to see all store locations and identify available assets at different locations, because their customers tend to be searching for more last-minute, small-item inventory."

Point-of-Rental's portal enables rental customers to initiate calls off rent, and capture condition photos. "With telematics integrations, we can also track GPS machine

location data in the customer portal for easy location on large job sites," adds Yell. "We're currently working on an API to work with our telematics partners to allow onboard telematics devices to provide additional information on utilization, required maintenance, and more."

### Order to cash

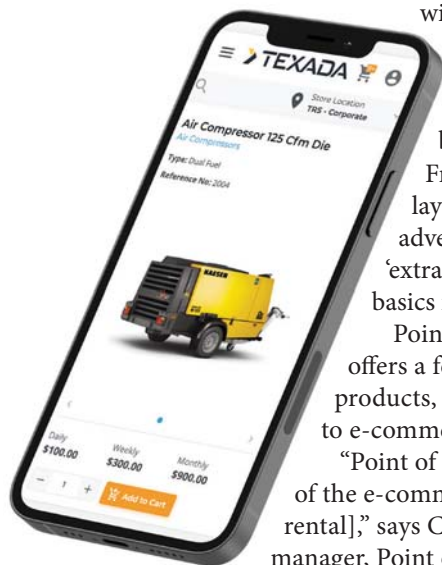
Wynne Systems has been one of the most popular software providers for larger companies, from industry pace-setter United Rentals on down.

"Wynne System's RentalMan suite has two e-commerce solutions available for rental companies - RenterLink and Customer Portal," says Ryan Helmeid, product marketing specialist, Wynne Systems. "When combined, they go beyond the typical e-commerce solution to provide rental companies with the ability to manage the entire order to cash process through a digital means. This means the solution isn't just limited to advertising equipment and taking orders and reservations. It can also handle a variety of different parts of this process like showing payment terms, sending invoices, taking payments, and more.

"Much of this order to cash process in the rental industry has the same challenges. Rental companies and customers are often limited to phone calls, emails, or in-person communication to accomplish many parts of this process. These forms of communication can take a lot of time and effort, sometimes affecting customer relationships and ultimately costing the rental company. Wynne's e-commerce platform and additional suite of solutions cut through these challenges. Equipment reservations go directly to the rental counter for processing. This process flow ensures that reservations can be fulfilled as soon as the order is made."

When it comes to customer portal, the rental company still controls how much it wants to communicate with the rental customer about the availability of its inventory.

"While we find that many rental companies will typically show equipment as available and figure out how to source it later, the platform offers flexibility in this area," Helmeid adds. "The solution connects



**Texada Software customers and their customers can access a wide range of information on their phones.**

Graphic by Texada



# Manage all your processes in one fully integrated solution

 **sycor**  
*rental*

- No rental add-on that must be interfaced
- No switching back & forth between systems
- All your data in one place
- Powered by Microsoft

**Learn more today!**

Larry Miller  
+1 412 526 3330  
larry.miller@sycoramericas.com

[www.sycoramericas.com/rental](http://www.sycoramericas.com/rental)  
SYCOR AMERICAS Inc.

directly with your RentalMan database, which provides real-time data flow back to the e-commerce platform. The flexibility of Wynne's solutions means that rental companies can configure their equipment availability on the e-commerce platform however they would like it. If a customer would like it to simply show as out of stock, the platform can handle that. If they'd like it to remain available, even if there are none available at the branch but they plan to run a quick branch transfer or re-rent, that option is available as well. This flexibility gives rental companies the options they need to run their business how they see fit."

The inside sales staff shouldn't have to make a lot of phone calls to find out if there are appropriate units available.

"After a reservation comes into the rental branch, the coordinator has full visibility into the inventory

of not just their branch, but other branches as well," Helmeid says. "If equipment is not available at their location, they can easily arrange for transfers to fulfill customer requests."

Texada also offers what it calls a complete self-service solution that can be configured by its clients for their customers.

"Customers can make reservations, browse all equipment on offer, and see rates for rentals, which includes special pricing if they're logged in," says Adam Kropf, head of product and development, Texada. "In addition, they can see their account history and pay invoices online, as well as get automated alerts for the equipment they have on rent."

#### Becoming the standard

Kropf strongly believes e-commerce systems will become standard in the industry sooner than later and

## Take a load off.



### And let Alert do the heavy lifting

with e-commerce solutions for your rental business, including:

- ☒ Website integration
- ☒ Customer portal
- ☒ Billing and payment modules
- ☒ Online reservation and ticketing system



Alert markets its e-commerce solutions to its customers.

Graphic by Alert Software

will increasingly be a necessity to compete effectively.

"Companies should be prepared to give everyone on their team access to their systems to enable sales and services faster," he adds. "Everyone should also be ready to go completely paperless, since paper is too slow to keep

## CURBSTONE

### FASTER, MORE AFFORDABLE CREDIT CARD PROCESSING



#### Full Support For All Your Rental Transactions

- ✓ Cards on File
- ✓ Cash Customers
- ✓ Real-Time Integration With Your ERP
- ✓ Periodic Invoicing / Cycle Billing

Learn more: [curbstone.com/rental](http://curbstone.com/rental)



up with demands, especially as companies will be expected to service more customers with a leaner team.

"Rental companies should be preparing to keep up with an increasingly digital world by adopting fully integrated systems that allow them to bring as many aspects of their business online as possible, from inventory and e-commerce to accounting to sales, support and services. Phasing out paper in favor of digitization and automation will allow companies to be leaner, more responsive, and more cost-efficient in a world where customers are looking for instant service and great value for their money."

Alert Rental Software has three separate modules that can handle e-Commerce, explains Alert Rental co-president/CEO Kara Longmire. "The first is Web Services," she says. "With Web Services, the Alert system is connected to the rental website and the end customer can browse inventory and put items in a shopping cart. When they request an order, the order details appear in Alert and the salesperson can then complete the order. This is our most popular e-commerce solution because oftentimes a rental customer doesn't know exactly what they want. (i.e. everyone wants a backhoe when a mini-excavator will do the job!)"

"Another popular feature is Customer Portal, where the end customer can log on to their account to self-service their billing, make payments, download invoices, and call items off rent. We also have an e-commerce module that allows the end customer to complete a reservation from start to finish. We work with the rental store to ensure that only the customers they permit are able to complete

a reservation from start to finish. With the e-commerce module, yes, end users can see availability and make their reservations based on that information."

Longmire explains the most important benefits of e-commerce.

"It's all about reducing friction with the end customer. We want Alert users to be able to easily conduct business with their own clients, and our suite of web services help them achieve a professional and seamless experience. Beginning with the website, renters are able to view inventory, place orders, and in some cases complete an entire reservation. Renters can also make payments and self-service their own accounts without having to contact the store to discuss open invoices. With Sign & Rent, end renters can accept bids, make deposits, and receive equipment. All of these enhancements help

our rental stores save touch costs and reduce friction with their own customers."

Ultimately a rental company can have the most sophisticated online system or not have one at all, but it's all about serving the customer. And there's no doubt that fast-moving, time-saving systems will be the way of doing business going into the future.

And the customer base will keep getting younger. Or, more accurately stated, people who are younger now will be determining online practices far into the future and rental companies, whether they like it or not, will have to make it easier for them and do business the way they are most comfortable. Look to the youngest people in your company and see the way they shop and how they like to communicate, because that will be the future, in the 2020s and 2030s. The world is becoming more digital and we all will have to adapt. **RER**

# THE MOST COMPLETE RENTAL SOFTWARE

Designed for the digital world with Mobile, Maintenance, Accounting and Web Portal Solutions.



**Sirius**e  
Rental and Distribution  
Enterprise Solution

☎ 1 877-755-2012  
@ salesgroup@orion-soft.com

orion-soft.com



TRANSFORM  
YOUR RENTAL BUSINESS

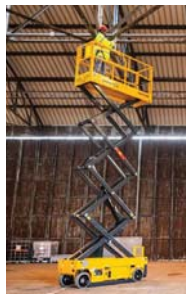
### Genie

Genie is expanding its boom offerings to include a hybrid telescopic boom, and a lightweight, electric, telescopic boom lift in the 65-foot height class. With a 67-foot, 2-inch working height and a 61-foot, 2-inch platform height, the S-60DC and S-60FE lifts are designed for quiet jobsite performance. The units can work indoors or outdoors and on rough terrain. The machines can deliver a full day of 100-percent electric, four-wheel-drive performance on a single battery charge. The FE boom's intelligent control system uses regenerative braking technology and automatic engine start and stop. By charging the batteries while the boom works, the S-60 FE reduces downtime from plug-in charging.



### Haulotte

Haulotte is upgrading its Compact range of electric scissor lifts. The five new models have been redesigned to ensure a maximum utilization rate, increased safety and simplified maintenance. They range from eight to 14 meters (20 to 39 feet) in height with load capacities from 250 to 450 kg (from 550 to 1000 pounds.) At the front, the steering cylinder and the various sensors are positioned inside the chassis to avoid damage. At the rear, the ladder, the asynchronous motors (AC), the platform and charger sockets are fully built into the counterweight. To simplify transport, lateral and longitudinal forklift pockets are available. The units can climb slopes up to 25 percent.



### Hy-Brid Lifts

Hy-Brid Lifts has introduced a heavy-duty pipe rack for its Pro Series Lifts, an accessory that helps users organize up to 100 pounds of materials while maximizing platform space. The pipe rack is designed to sit on a scissor lift's rails and not be obtrusive to operators, keeping the platform free of unsecured materials that could be hazardous to workers at height or on the ground. It also enables operators to bring more materials up at a time. The pipe rack kit can be added to machines without additional counterweights or height restrictions. The rack is a factory option and can also be retrofitted on Pro Series models.



### JLG

JLG offers three new rotating telehandler models, the R1370, R1385 and R11100, with capacities ranging from 11,000 to 13,000 pounds and maximum reach heights of

67 to 97 feet, with the R11100 being JLG's highest-reaching telehandler to date. With 3-in-1 machine capabilities – a traditional telehandler, mobile elevating work platform and rough terrain crane, the units offer horizontal and vertical lift-and-place capabilities. The three models have nearly identical base configurations, though the R1370 and R1385 have four-section booms, while the R11100 has a five-section boom. All boom sections are cylinder- and chain-drive to support higher reach and greater lift capacity. JLG rotating telehandlers are available with 13 specialized attachments.



### MEC Aerial Work Platforms

MEC's 34-J telescopic boom lift is designed for construction jobs lower than 40 feet in height. The unit offers 40 feet in working height with a standard five-foot jib for 135-degree range of motion and is lightweight at 8,000 pounds. The 34-J can be towed with a full-size truck, or three units can fit on a flatbed truck. It features a standard 72-inch platform including three-sided entry with a swing gate. Ergonomic platform controls feature the optional Proactive Platform Safety System and is designed without a footswitch, giving the operator increased visibility and mobility in the platform. It has four-wheel drive and positive traction with an oscillating front axle.



### Ruthmann

Ruthmann's Bluelift B85 Combo offers articulating lower arms, telescoping upper arm and jib, adjustable tracks, multiple position outriggers with knee-joints with the combination of a Honda engine and lithium battery. Usable indoors or outdoors, the Bluelift B85 can do tree-trimming; construction; stadium, convention center and theater lights, sound systems and maintenance; atriums; malls; rinks; multi-floors inside hotels or office buildings; pools or gymnasiums. Outreach is 47 feet, 7 inches. With the working height of 85 feet and wireless remote, the operator has optimal drive view to position the unit safely. The CANBUS steering system offers safety features from auto start and stop of the engine, auto turret center-stop to incline alarms and detection and variable speed.



### Serious Labs

Serious Labs recently released the first-ever ANSI and ISO-compliant virtual reality mobile elevating work platforms training program for articulated and telescopic boom lifts.



Trainers who use the Serious Labs simulator to deliver the ANSI Compliant Assessment Scenario to new operators for MEWP 3b certification are no longer required to make those operators touch the actual equipment to finalize their training. If an operator completes and passes the Serious Labs ANSI Compliant Assessment Scenario with a minimum of 80-percent proficiency, he will have demonstrated sufficient skill, ability and awareness to be certified by the training entity. The simulator calculates this proficiency score based on dozens of data points aligned with industry testing standards.



### Skyjack

Skyjack has rolled out design improvements to its North American TH series telehandlers. Key drivers were customer feedback to reduce maintenance requirements, and pressure on customers to comply with Tier 4 Final regulations. Skyjack redesigned



the units with Smartorque technology with optimized balance of horsepower, torque and hydraulic performance to enhance smaller engine performance. Tilt compensation cylinder configuration has been updated to use dual cylinder setup to better distribute load. High pressure filter was added to the hydraulic system to complement the oil return and reduce risk of contamination. Main pivot bearings have been updated to greaseless bearing, removing need for end users to grease and maintain on jobsites.

### Snorkel

The Snorkel 2100SJ is Snorkel's largest diesel telescopic boom lift with patented design features. The unit has maximum working height of 216 feet, maximum platform height of 210 feet and horizontal reach of 115 feet with a 30-foot jib boom. Stowed length is 72 feet; overall width is eight feet, two inches; stowed height is 10 feet and operation width with axles extended measures 18 feet. Two control panels on the platform allow for safe operation while working at height. Four-wheel drive and multiple steering modes deliver rough terrain performance with a tight inside turning radius to enhance maneuverability. Platform size is eight feet by three feet.



## DESIGNED FOR RENTAL

 **15%** WEIGHT REDUCTION

Our new SJ45 AJ+ and SJ60 AJ+ articulating booms have a lower gross vehicle weight (GVW) which reduces transportation costs, increases fuel savings, and contributes to a lower carbon footprint – **a true rental solution with ECO benefits.**



**SKYJACK**  
simply reliable™

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

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

RER / October / 2022 **29**

## Larson Electronics

The XLE-MD-SG-PC-4XH-R1 safety goggles from Larson Electronics offer indirect ventilation, an elastic strap and durable polycarbonate construction. The goggles are designed to fit over prescription eyewear and provide an indirect ventilation system to prevent fogging. The polycarbonate lens absorbs 99.9 percent of UV light, the manufacturer says, and can be used in a variety of applications and environments. The goggles provide splash protection and meet ASTM requirements for testing parameters for specific hazardous drugs.



## Brass Knuckle

Knee pads are designed to protect against musculoskeletal disorders that occur on jobs that rely on kneeling in construction, roofing, masonry and other tasks. Knee pads can reduce injury and minimize joint



fatigue. Brass Knuckle makes the BKKN 100 Light-Duty, an ethylene-vinyl acetate, cushioned and adjustable knee pad with a single strap with hook-and-loop closure. The BKKN200 Heavy-Duty has a hard, contoured polyethylene cap, conforming to the shape of the kneecap to enhance patella stability and reduce risks of impact and injury. Foam padding maximizes wearer comfort. An adjustable strap keeps the pad on securely.

# UNCOVER THE SAVINGS



SAVE UP TO  
**38%**

Is it time to replace the tires on your customer's equipment or your rental fleet? Keep your equipment running and prevent costly unplanned downtime.

When you buy from TVH, you can save up to 38% on quality tires that meet or exceed OEM requirements. We offer millions of industrial, construction and material handling equipment parts with same-day shipping and next-day delivery.

Order today and save on quality parts from TVH!

# TVH

[WWW.TVH.COM](http://WWW.TVH.COM)



DIAGNOSE AND  
MONITOR LIVE DATA

COVER DIESEL, GAS  
AND ELECTRIC  
ENGINES

CALIBRATE  
HYDRAULICS



**jaltest**  
BY COJALI



ADD US TO YOUR  
**CONEXPO**  
SHOW PLANNER

**DID YOU KNOW THERE IS A SOLUTION THAT  
COVERS ALL THE MANUFACTURERS OF  
MATERIAL HANDLING EQUIPMENT?**

**DIAGNOSTICS CAN HELP YOU!**

LESS DOWNTIMES IN ALL-MAKES AND ALL-MODELS

cojaliusa.com





## Get your own subscription today

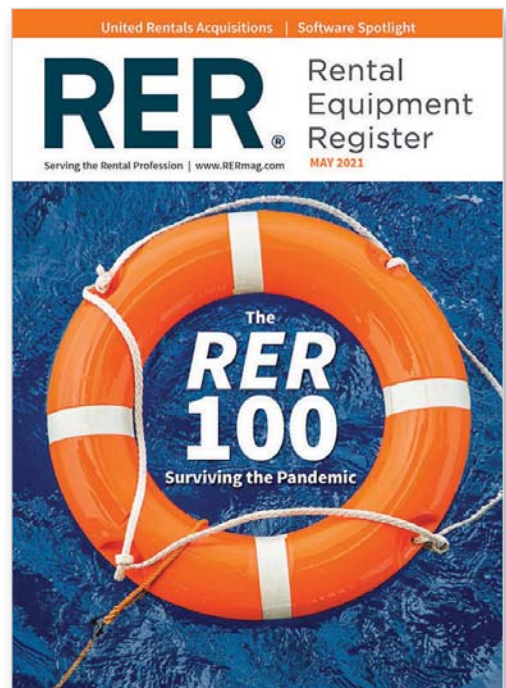
Rental Equipment Register delivers emerging trends, operational techniques, and market updates on key equipment lines and business insights to rental professionals.

### WHO DO WE REACH?

- ✓ Owners, Presidents, Executives
- ✓ Vice Presidents, General Managers, Directors
- ✓ Sales and Marketing
- ✓ Contractor/Industrial Equipment Rental
- ✓ Homeowner Equipment Rental

**SIGN UP TODAY AT:**

[RERmag.com/NewSub](https://www.RERmag.com/NewSub)



Available in Print & Digital Formats

# CRA's 2023 Rental Rally Tradeshow

*Plan to attend!*



## THE RENTAL RALLY TRADESHOW

**South Point Casino Hotel  
in Las Vegas, Nevada!  
January 23–25, 2023**

### **A Great Venue!**

CRA's 2023 Equipment and Party Rental Tradeshow will return to the South Point Casino Hotel & Convention Center, featuring 80,000 square feet of exhibit space. The South Point is a great venue choice with the convention center and hotel on the same property.

### **Two Days of Equipment/Party/ Services Exhibits**

**Exhibits on Tuesday, January 24, 10am-5pm  
and Wednesday, January 25, 9am-2pm.**

See [www.RentalRally.com](http://www.RentalRally.com) for a list of exhibitors.

### **Exciting Optional Events!**

#### **Seminar Packages\***

**Monday, January 23 • 9:00 am to 3:30 pm**

A full day of seminars includes a General Session followed by a Split Town Hall in the morning. Then, there is a choice of a Party/Event Rental off-site session in the Hotel M Wine Cellar with a Gourmet Lunch and two Party-related sessions or an Equipment off-site session at DigThisVegas with Lunch, Equipment Demos, and friendly competition. Transportation will be provided.

**Party Seminar Package:** \$75/person if purchased by January 9, 2023; On-site \$85/person.

**Equipment Seminar Package:** \$65/person if purchased by January 9, 2023; On-site \$75/person.

#### **Opening Cocktail Party\***

**Monday, January 23 • 5:00 pm to 7:00 pm**

The opening cocktail party will be held on the show floor, allowing plenty of time for previewing exhibitor booths and networking with others in the industry. If purchased in advance by January 9, tickets are \$35/person; On-site cost is \$45/person.

#### **Evening Event:**

#### **Awards Ceremony & "Rental-Palooza" Party\***

**Tuesday, January 24 • 6:00 pm to 10:00 pm**

The CRA "Rental-Palooza Party" features Cocktails, Buffet, Vintage Car Show and Live Music by the Count's 77 Band. If purchased in advance by January 9, tickets are \$75/person; On-site cost is \$85/person.

### **Special Room Rates at the South Point Hotel and Casino!**

Exhibitor and attendees can stay on-site at the South Point Casino Hotel. Special room rates (Jan. 19-27, 2023) are available from \$80 + tax with a \$14/room/night resort fee. Reservations for these rates are available until Dec. 29, 2022, subject to availability. Reservations must be made on CRA's show website at [www.RentalRally.com](http://www.RentalRally.com).

### **Register by January 9, 2023, for Special Rates:**

**\$60/person or \$195/company** – All qualified rental centers that register by January 9 will get the special Pre-Registration rates of \$60/person or \$195/company. After January 9, registration and optional event tickets must be purchased on-site. On-site registration is \$85/person or \$295/company.

\*Optional Events such as the Seminar Packages, Cocktail Party, and Awards Ceremony/Rental-Palooza Party are not included in registration fee.

Visit [www.RentalRally.com](http://www.RentalRally.com) for complete Tradeshow Event and Exhibitor Information.

California Rental Association Phone (916) 922-4222 Fax (916) 570-1384 Email: [Info@CalRental.org](mailto:Info@CalRental.org) [www.CalRental.org](http://www.CalRental.org)

## ADVERTISERS INDEX

Company	Page #	Company URL
California Rental Association	33	www.rentalrally.com
Cojali USA, Inc	31	www.cojaliusa.com
Electric Eel Mfg Co. Inc.	13	www.electriceel.com
General Pipe Cleaners	7	www.drainbrain.com/rental
InTempo Software	26	www.curbstone.com/rental
JLG Industries, Inc.	IBC	www.jlg.com/bigtime
John Deere Construction Equipment	IFC	www.deere.com/takeyourpick
Landoll Corporation/ ICON	15	www.landoll.com/trailers
Orion Software	27	www.orion-soft.com
Point of Rental Software	BC	www.point-of-rental.com
Skyjack Inc.	29	www.skyjack.com
Snorkel International	5	www.snorkellifts.com
Sycor	25	www.sycoramericas.com/rental
Texada Software	23	www.texadasoftware.com
TVH Total Source Parts and Accessories	30	www.tvh.com
Volvo Penta	11	www.volvopenta.com
Wynne Systems	21	www.wynnesystems.com

**James Carahalios**  
*Advertising Sales Executive*  
 5921 Crestbrook Drive  
 Morrison, CO 80465  
 303-697-1701  
 jcarahalios@endeavorb2b.com

**David Sevin**  
*Advertising Sales Executive*  
 24 Houghton Street  
 Barrington, RI 02806  
 401-246-1903  
 dsevin@rermag.com

**Steve Suarez**  
*Media Account Executive*  
 941-259-0867  
 ssuarez@endeavorb2b.com

**Endeavor Business Media®**  
 Subscriber Privacy Notification For  
 publication in all **Endeavor Business Media®**  
 Magazines. **Endeavor Business Media®** makes  
 portions of our magazine subscriber lists  
 available to carefully screened companies that  
 offer products and services directly related  
 to the industries we cover. Any subscriber  
 who does not want to receive mailings from  
 third-party companies should contact the  
**Endeavor Business Media®** subscriber service  
 department at 866/505-1713 (US),  
 402/505-1713 (outside US).

### United States Postal Service

#### Statement of Ownership, Management, and Circulation

(Requester Publications Only)

- Publication Title: Rental Equipment Register
- Publication Number: 461-220
- Filing Date: 9/19/22
- Issue of Frequency: Monthly
- Number of Issues Published Annually: 12
- Annual Subscription Price: Free to Qualified
- Complete Mailing Address of Known Office of Publication (Not Printer): Endeavor Business Media, LLC, 30 Burton Hills Blvd, Ste 185, Nashville, TN 37215  
 Contact Person: James Marinaccio  
 Telephone: 407 553 2439
- Complete Mailing Address of Headquarters or General Business Office of Publisher (Not Printer): Endeavor Business Media, LLC, 30 Burton Hills Blvd, Ste 185, Nashville, TN 37215
- Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor - Publisher: Mike Hellmann, Publisher, 30 Burton Hills Blvd, Ste 185, Nashville, TN 37215; Editor: Michael Roth, 30 Burton Hills Blvd, Ste 185, Nashville, TN 37215; Managing Editor: Michael Roth, 30 Burton Hills Blvd, Ste 185, Nashville, TN 37215
- Owner - Full name and complete mailing address: Endeavor Media Holdings I, LLC, 905 Tower Place, Nashville, TN 37205; Endeavor Media Holdings II, LLC, 905 Tower Place, Nashville, TN 37205; Resolute Capital partners Fund IV, LP, 20 Burton Hills Blvd, Suite 430, Nashville, TN 37215; RCP Endeavor, Inc, 20 Burton Hills Blvd, Suite 430, Nashville, TN 37215; Northbrook Mezzanine Fund II, LP, 312 Walnut Street, Suite 2310, Cincinnati, OH 45202; Invegaray Holdings, LP, 44235 Hillsboro Pike, Nashville, TN 37215; Everside Fund II, LP, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017; Everside Endeavor F1 Blocker, LLC, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017; Everside Endeavor International Blocker, LLC, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017; Everside Founders Fund, LP, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017; Suncap Endeavor Blocker, LLC, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017.
- Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages or Other Securities: None
- Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one)  
 The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes: N/A
- Publication Title: Rental Equipment Register
- Issue Date for Circulation Data: August 2022
- Extent and Nature of Circulation
 

	Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (Net press run)	17,646	17,812
b. Legitimate Paid and/or Requested Distribution (By Mail and Outside the Mail)		
(1) Outside County Paid/Requested Mail Subscriptions stated on PS Form 3541. (Include direct written request from recipient, telemarketing and internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.)	14,557	13,043
(2) In-County Paid/Requested Mail Subscriptions stated on PS Form 3541. (Include direct written request from recipient, telemarketing and internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.)	0	0
(3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution Outside USPS®	0	0
(4) Requested Copies Distributed by Other Mail Classes Through the USPS (e.g. First-Class Mail®)	0	0
c. Total Paid and/or Requested Distribution (Sum of 15b (1), (2), (3), and (4))	14,557	13,043
d. Nonrequested Distribution (By Mail and Outside the Mail)		
(1) Outside County Nonrequested Copies Stated on PS Form 3541 (include Sample copies, Requests Over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources)	2,353	3,892
(2) In-County Nonrequested Copies Stated on PS Form 3541 (include Sample copies, Requests Over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources)	0	0
(3) Nonrequested Copies Distributed Through the USPS by Other Classes of Mail (e.g. First-Class Mail, Nonrequestor Copies mailed in excess of 10% Limit mailed at Standard Mail® or Package Services Rates)	276	270
(4) Nonrequested Copies Distributed Outside the Mail (Include Pickup Stands, Trade Shows, Showrooms and Other Sources)	38	11
e. Total Nonrequested Distribution (Sum of 15d (1), (2), (3), and (4))	2,667	4,173
f. Total Distribution (Sum of 15c and 15e)	17,223	17,216
g. Copies not Distributed	423	596
h. Total (Sum of 15f and g)	17,646	17,812
i. Percent Paid and/or Requested Circulation (15c divided by 15f times 100)	84.52%	75.76%
a. Requested and Paid Electronic Copies	12,108	12,489
b. Total Requested and Paid Print Copies (Line 15c) + Requested/Paid Electronic Copies (Line 16a)	26,665	25,532
c. Total Requested Copy Distribution (Line 15f) + Requested/Paid Electronic Copies (Line 16a)	29,331	29,705
d. Percent Paid and/or Requested Circulation (Both Print & Electronic Copies) (16b divided by 16c x 100)	90.91%	85.95%

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

PS Form 3526-R, July 2014





33-FT MAX LIFT HEIGHT

26,600-LB  
MAX CAPACITY

# IT'S A BIG DEAL

## AMAZE CUSTOMERS WITH THE ALL-NEW 2733 HIGH-CAPACITY TELEHANDLER

- + Big pick-and-carry capacity of 26,600-lbs with 8,000-lb capacity at max reach – our most powerful telehandler yet.
- + Bigger versatility and maneuverability than wheel loaders.
- + Huge innovations like Load Stability Indication (LSI) and optional SmartLoad technology increase operator confidence.

Yeah, the 2733 is a big deal. And you'll only find it from the biggest name in access, JLG.

INDUSTRY-LEADING  
SMART TECHNOLOGY

SEE IT NOW AT [JLG.COM/BIGTIME](https://www.jlg.com/bigtime)

**JLG**



# Your best employee is always ready for your next customer.



HIRE INDUSTRY EXCELLENCE AWARDS  
Supplier of the Year - Service Provider/Software  
WINNER

With ecommerce solutions that allow you to take orders and payments 24/7, Point of Rental is always there for you (and your customers). Find out about everything we can do to help your rental business at [point-of-rental.com](https://point-of-rental.com).

**Hire Us**

Are you ready?



[point-of-rental.com](https://point-of-rental.com)

**Point of Rental**  
Software