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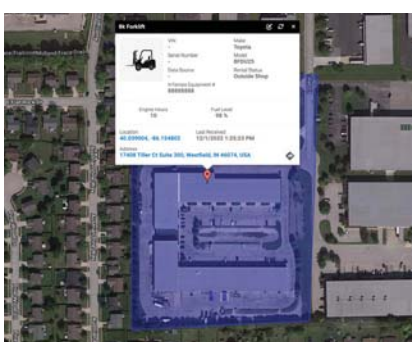

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Editorial and business office address:
7762 Airport Blvd., Los Angeles, CA 90045
(310) 490-6678
www.rermag.com
Also publishers of:
The *RER* Buyers' Guide | *RER* Reports® | *RER* ProductWire®

Editor-in-Chief
Michael Roth, mroth@endeavorb2b.com, (310) 490-6678

Group Publisher
Brandon Williamson, bwilliamson@endeavorb2b.com, (512) 739-2102

Associate Publishers
Deanna Morgan, dmorgan@Endeavorb2b.com, (847) 954-7982
Patrick Keefe, pkeefe@Endeavorb2b.com, (847) 391-1024
Patty Maroder, pmaroder@endeavorb2b.com, (847) 576-6540
Mike Mandozzi, mmandozzi@endeavorb2b.com, (847) 481-6459

Classifieds/Inside Sales
Rich Thompson, rthompson@endeavorb2b.com, (847) 616-9745

List Rental Sales
Smart Reach, sr-assets@endeavorb2b.com

Art Director
Jennifer Dakas, jdakas@endeavorb2b.com, (630) 454-7029

Production Manager
Sam Schulenberg, sschulenberg@endeavorb2b.com, (913) 967-1665

Senior Production Operations Manager
Greg Araujo, garaujo@endeavorb2b.com, (913) 967-7513

Ad Services Manager
Deanna O'Byrne, dobyrne@endeavorb2b.com, (816) 832-4165

Endeavor Business Media, LLC
- **CEO:** Chris Ferrell
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Endeavor Business Media, LLC
30 Burton Hills Blvd., Suite 185 Nashville, TN 37215 USA
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CUSTOMER SERVICE:
(847) 559-7598, rentalequipment@omeda.com.

SUBSCRIPTIONS:
Rental Equipment Register, PO Box 3257, Northbrook, IL 60065-3257
(877) 382-9187, rermag@omeda.com

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It's a Good Time to Be in the Rental Business

In this issue, we mark the recent 25th anniversary of United Rentals' arrival in the rental industry, which actually occurred in September 1997, so it's 25 years plus a few months. I vividly recall *RER*'s then owner and publisher, the late Tim Novoselski, stopping by my office telling me he had this very interesting conversation with United's lead founder Brad Jacobs, who told Tim of his plans to consolidate the rental industry. Well, we often hear from people who have big plans about how they are going to make a big splash and disrupt and change the industry. Sometimes they do big things, sometimes we never hear from them again.

"He sounded pretty serious," Tim said. "And he put in $35 million from his own pocket. He said they'll be bigger than Hertz, they're going to buy hundreds of independent rental companies. So we'll see."

Well, within a couple of years, United was bigger than Hertz and had acquired more than 200 rental companies. United was for real and would dramatically change the industry. A lot of people remained skeptical about United in those early years. It was one thing to spend a lot of money and buy all these companies, but quite another to make it work as a transparent, well-coordinated, efficient organization with an integrated fleet and consistent procedures from branch to branch and region to region? Was the name "United" Rentals just a name or could it really function?

It took a while and some growing pains, but for the most part, United Rentals proved most of the doubters wrong. It survived the worst recession since the Great Depression, it survived leadership changes, it built systems and set high standards with software and programs and best practices that has helped move the industry forward and become increasingly professional. It set a high bar for customer service, on-time delivery, solid back-office systems and helped lead the way with technologies like telematics and other advancements that have become standard. And now United is playing a leading role in helping this industry respond to climate issues and the need to reduce our carbon footprint with alternative energy sources and efforts to reduce emissions.

And while United and other national companies have helped advance the industry, new independent companies keep popping up and bringing new energies and ideas. Please check out United CEO Matthew Flannery's thoughts on the company on page 26. We congratulate United Rentals on 25 years and more.

And there are more reasons why it's a good time to be in the rental industry, as are explained by economist Mig Dobre in this month's cover story. There are definitely headwinds, and some ups and downs on the economic horizon. Inflation is a concern as are fuel prices, although both seem more under control lately. We all know about labor shortages and the supply-chain issues. After strong growth in 2022, the consensus is that growth will slow down beginning in 2023, and in the larger macro-economic picture, some economists are using the dreaded "R" word, although that is not what Dobre is expecting.

Dobre and his associates at R.W. Baird Co. are seeing a lot of positives. Consumer prices, producer prices, input costs, are all looking better than they did a few months ago. Nonresidential commercial construction is following the residential boom. Areas like manufacturing are on the upswing – there is investment in manufacturing facilities to produce semi-conductors, chips, computers and electronics. These are long-term needs and investments in the economy that will be positive and productive.

And independent of the larger economy the funds from the Infrastructure Investment and Jobs Act are resulting in projects being built in 2023 and over the next five years.

Most rental companies interviewed by *RER* say their customers are busy and have work on the books.

Of course there are problems. If you can't find equipment or workers, it's hard to run and plan a business. But you got work on the books and customer demand. You can't beat that. So read the positive news in this month's interview with the economist. And even if the pace of growth slows down some, it's a good time to be in the rental business. RER

Michael Roth

Michael Roth, *mroth@rermag.com*


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Sunbelt Rentals Acquires 33 Companies Since Beginning of Fiscal 2022

FORT MILL, S.C. — During the first six months of its fiscal year, ended October 31, Sunbelt Rentals in the United States, Canada and the United Kingdom, acquired 27 companies. Since the end of the fiscal first half, Sunbelt has finalized the acquisition of six more companies at a total purchase price of $243 million, including $19 million of acquired debt.

LaLonde Equipment Rentals, acquired recently by Sunbelt Rentals, has a large rental fleet of heavy earthmoving equipment.
Photo by LaLonde Equipment Rentals

In the fiscal first quarter, Sunbelt UK, on May 5, 2022, acquired the entire share capital of Movietech Camera Rentals and Movietech Cymru Ltd., a specialty film production rental business. 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.

On May 20, Sunbelt acquired the business and assets of Mashburn Equipment LLC, a Georgia-based general tool rental business. On June 1, Sunbelt Canada acquired the entire share capital of MacFarland's Ltd., a general tool business in Nova Scotia and New Brunswick.

On June 8, Sunbelt U.S. acquired the business and assets of Amos Metz Rentals & Sales LLC, a general tool rental company in California. On June 29, Sunbelt U.S. acquired the business and assets of George's Tool Rental, a general tool business in Pennsylvania.

On July 7, Sunbelt U.K. acquired the entire share capital of PKE Lighting Holdings Ltd., a specialty rental business. On July 13, Sunbelt U.S. acquired the business and assets of Milford Rent-All, a general tool business in Maine. On July 15, Sunbelt U.S. acquired the business and assets of R&N Tool Rental, a general tool rental business in Indiana. On July 20, Sunbelt U.S. acquired the business and assets of Chump Management, trading as Power Equipment Rental, a general tool business in Utah. On July 22, Sunbelt U.S. acquired the business and assets of Hamar Contractors Equipment, a general tool business in Pennsylvania.

On July 28, Sunbelt U.S. acquired the business and assets of A-V Equipment Rentals, a general tool rental business in Southern California.

Fiscal second quarter acquisitions

Second quarter acquisitions began on August 2, with Sunbelt Canada acquiring the entire share capital of Compact Rentals, a general tool business in Alberta. On August 3, Sunbelt U.S. acquired the business and assets of Rental Country Inc., a general tool rental business in New Jersey. On August 10, Sunbelt U.S. acquired the business and assets of R.J. Lalonde Inc., a heavy earthmoving equipment rental business in southern California and an *RER* 100 rental company.

On August 24, Sunbelt U.S. acquired the business and assets of Alaska Pacific Rental LLC, a general tool business in Alaska. On August 31, Sunbelt U.K. acquired the entire share capital of Optimum Power Services Ltd., a specialty rental business. On September 1, Sunbelt Canada acquired the entire share capital of Flagro Industries Ltd., a specialty rental business in Ontario.

On Sept 1, Sunbelt Canada acquired the entire share capital of Xtreme Rentals Ltd., a general tool business in Alberta. On September 16, Sunbelt U.S. acquired the business and assets of Tel-Power Tool & Equipment Rental, a general tool rental business in Pennsylvania. On Sept. 21, Sunbelt U.S. acquired the business and assets of Rent Mart Inc., known as Absolute Equipment, a general tool business in Pennsylvania.

On October 3, Sunbelt U.K. acquired the business and assets of Media Access Solutions Ltd., a specialty rental business. On October 5, Sunbelt U.S. acquired the business and assets of Runiesnor Ltd Partnership, known as BiltRite, a specialty business in Texas. On October 11, Sunbelt U.S. acquired the business and assets of Comeback Rentals LLC, a general tool business in South Carolina.

On October 12, Sunbelt U.S. acquired the business and assets of Presbone Corp., doing business as Pinellas Rental Center, a general tool rental business in Florida. On October 19, Sunbelt U.S. acquired the business and assets of Meco Miami, a general tool business in Florida.

And on October 26, Sunbelt U.S. acquired the business and assets of Heater Rental Services LLC, a general tool and specialty business in Minnesota.

Acquisitions continue in the fiscal third quarter

Continuing its acquisition activity in the fiscal third quarter, on November 1, Sunbelt Canada acquired the entire share capital of Modu-Loc Fence Rentals LP and Sunbelt U.S. acquired the entire share capital of Modu-Loc USA, a specialty business operating across Canada and in Texas.

On November 4, Sunbelt U.S. acquired the business and assets of Iron Oak Energy LLC and Spoonbill Logistics LLC, a general equipment rental company in Louisiana. On November 9, Sunbelt U.S. acquired the business and assets of Wagner Rental & Supply Inc., a general tool business in Ohio and Kentucky. The Stansberry Firm represented Wagner Rental & Supply in the transaction.

On November 10, Sunbelt U.S. acquired the business and assets of OxTwo Equipment Sales LLC, a specialty business in South Carolina. On November 16, Sunbelt U.S. acquired the business and assets of Ohio Rental, Mt. Vernon Inc. and Ohio Rental of Johnstown Inc., a general tool business in Ohio.

And on December 2, Sunbelt Canada acquired the entire share capital of Studio City Scaffold Ltd., a specialty business operating in Toronto and Vancouver, Canada, and Los Angeles. RER

Texas First Rentals, A Division of Holt Cat, Acquires Rental One

SAN ANTONIO – Texas First, the rental division of Holt Cat, has acquired Rental One, a full-service equipment and storage container rental company offering a complete line of construction equipment and supplies in 15 locations throughout the Dallas-Fort Worth Metroplex and Central Texas regions.

Texas First Rentals offers rental solutions through its full line of aerial, earthmoving and portable power equipment. Texas First Rentals provides boom lifts, scissor lifts, excavators, generators, pumps and trench safety equipment.

"Rental One is an excellent strategic and cultural fit that complements our existing products and services," said CEO and general manager of Holt, Peter J. Holt. "More importantly, Rental One is a multi-generational, family-owned Texas company. As a family-owned business ourselves, we know the value of such an organization and what that means to our customers."

Rental One, founded in 2004 in Colleyville, Texas, with equipment rental roots going back to the 1950s, is a family-owned, full-service equipment and storage container rental company offering a full line of well-maintained, quality construction equipment and concrete, safety, erosion control and construction supplies throughout its locations.

In addition to Caterpillar equipment, Texas First Rentals offers a wide range of aerial, compaction, trench safety equipment and more. (Photo by Caterpillar)

"Our team has worked to build a successful business with meaningful relationships that span three generations," said Rental One president Mike O'Neal. "Our customers will benefit from a broader range of products and combined expertise as we join the Texas First Rentals team. We continue to be committed to providing customers with the best equipment and reliable service they have grown to know."

Family history

Founder O'Neal is the son of Don O'Neal, who led A-1 Rentals, one of the largest equipment rental companies in the United States before being acquired by NationsRent in 1998. A-1 was originally founded by Don O'Neal's father, Ray O'Neal, making Mike O'Neal a third-generation owner. Holt CEO Peter J. Holt is great grandson of Benjamin Holt, co-founder of Holt Manufacturing, which later evolved into Caterpillar.

With this acquisition, the 300 current Rental One employees, including the leadership team, will become employees of Texas First Rentals and will continue to operate from current Rental One locations.

"I'm confident joining a values-based organization is a positive move for us all," said O'Neal. "We look forward to collaborating with the Texas First Rentals team to build upon our mutual success."

Gary Stansberry of The Stansberry Firm LLC served as an advisor to Texas First Rentals on the transaction. TM Capital served as exclusive financial advisor to Rental One.

This acquisition will allow Texas First Rentals to expand its presence to 40 locations in highly attractive regions poised for future growth. For more information about the products and services available through Texas First Rentals, visit www.texasfirstrentals.com. RER

Film Production Rental Company William F. White International Acquires Studio City Toronto

TORONTO — William F. White International Inc., a Sunbelt Rentals company and leading provider of film production equipment, has acquired Studio City Toronto, one of Toronto's busiest studio complexes for film and television production, as well as Studio City Rentals, a leading provider of rigging and scaffold to the film and television industry.

Photo by William F. White International

Studio City Rentals, with locations in Toronto, Vancouver and Los Angeles, was founded by Chris Nethercoat and Mike Kirilenko in 1999.

Studio City Toronto, also owned by Nethercoat and Kirilenko, is situated in the east end of the city's downtown core and features 148,000 square feet of purpose-built studio facilities through its six sound stages and work areas. It includes the renowned Jumbo stage - a 36,000 square-foot stage with 55 feet of ceiling clearance at its peak with no columns. Studio City Toronto is also home to WFW's LED volume for virtual production. The deal, closed December 2, brings the total studio production space owned and managed by WFW to 1.55 million square feet.

"We are excited to welcome Studio City Toronto as well as Studio City Rentals to the WFW and Sunbelt Rentals family," said Garin Josey, executive vice president/chief operating officer, WFW. "For our clients, these acquisitions are the perfect complement to our business as we continue to deliver world-class studio space and production equipment to the local and international film and television industry."

"This is the opportunity we have been waiting for - Studio City Toronto and Studio City Rentals are perfectly positioned for rapid growth and with the support of WFW and Sunbelt Rentals we can continue to bring innovative solutions to a market that will continue to demand only the best," said Kirilenko.

Chris Van Mook, senior vice president, Sunbelt Rentals of Canada added, "I am excited about the addition of Studio City Toronto and Studio City Rentals professionals in Canada and the United States to the Sunbelt Rentals team. These acquisitions are about meeting the demands of the North American industry head on, whether it's studios, rigging or production equipment, all coupled with the high-level of service our customers have come to expect from WFW and Sunbelt Rentals. We look forward to making it happen for our clients." RER

InTempo, LHP Telematics Develop Marriage of Rental Management and Telematics Systems

***SPRINGFIELD, Mass.* —** InTempo Software announced a partnership with LHP Telematics, a provider of location, status, and usage data for rental equipment. Together, the companies have developed InTempo MX – a turn-key solution that merges telematics and rental management information, from GPS locations and machine utilization data to dispatch information and preventive maintenance schedules.

InTempo MX makes it easier to increase available rental days and reduce unscheduled maintenance events. "Real-time telematics data has become more critical than ever," said Matt Hopp, general manager of InTempo. "Fleet managers need to be able to identify problems before breakdowns occur; remote usage and performance monitoring makes this possible. As we developed this solution, we knew we wanted a tight integration with the InTempo Enterprise rental system.

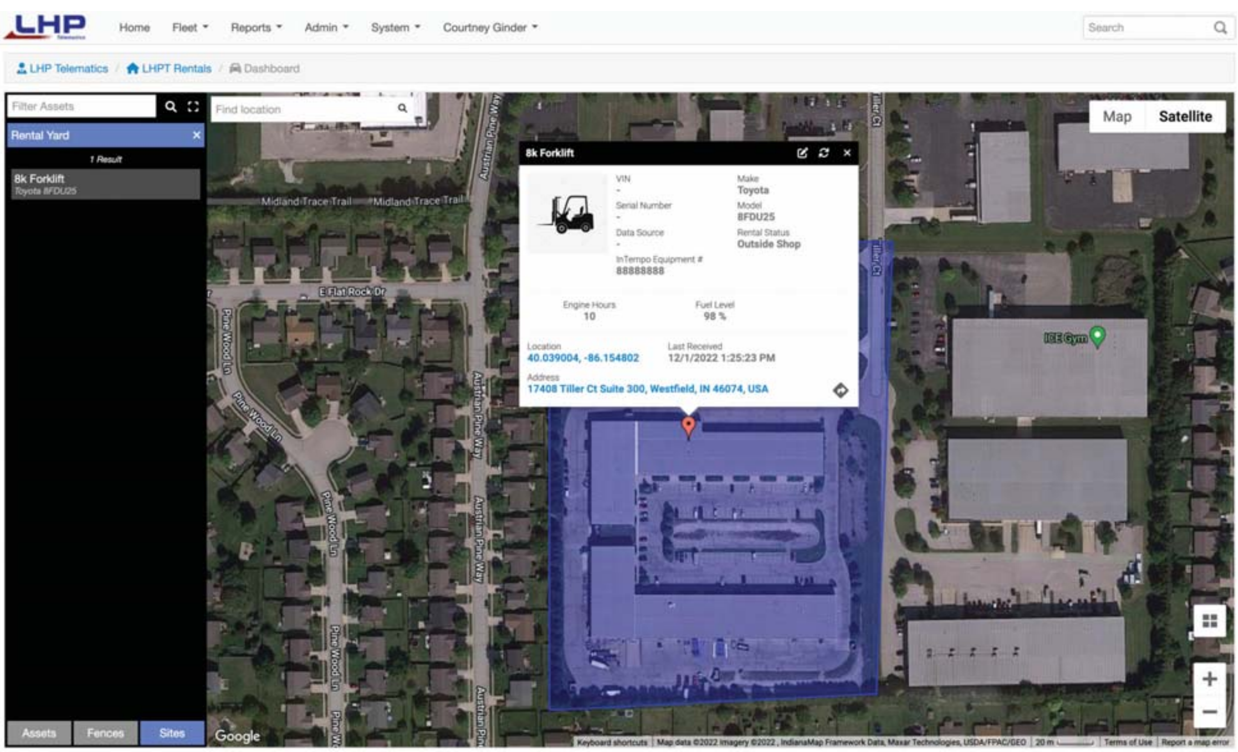
"When business owners have to manage telematics data in one system and rental data in another, it isn't just time-consuming; it doesn't always fully connect the dots. With InTempo MX, users can turn to one platform to get their data, analyze it, and create a plan to make their business more efficient. They now have a streamlined way to find out where they're missing their metrics, where waste is occurring, and how they can improve." "

When we made the decision to expand our telematics offering, LHP was a natural choice," said Scott Alexander, chief operating officer, InTempo. "Their ability to push data in multiple directions – both to and from our rental software -– makes a huge difference for users. They don't have to manage data in two different systems or wait for it to sync; everything they need is available in their core software in real time.

"LHP's Visualization Layer was another major advantage. Data doesn't benefit anyone unless you can understand and act on it. We didn't want to just throw information at our customers; we wanted it to be clear, concise, and usable. LHP does a phenomenal job of turning numbers into custom reports that actually make a difference for your business. Everything can be configured to the user's needs – whether that's customizing reports based on location and fleet size or scheduling reports to be delivered to certain people at certain times."

To learn more about InTempo MX, visit intempomx.com RER

An LHP Telematics graphic. The companies have developed InTempo MX – a turn-key solution that merges telematics and rental management information, from GPS locations and machine utilization data to dispatch information and preventive maintenance schedules.
Graphic by LHP Telematics



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United Rentals Completes Acquisition of Ahern Rentals

STAMFORD, Conn. — United Rentals announced it has completed its previously announced acquisition of the assets of Ahern Rentals Inc. for approximately $2.0 billion in cash. The transaction and related expenses were funded through a combination of newly issued senior secured notes and existing capacity under the company's ABL facility.

The transaction adds approximately 2,100 employees, 60,000 rental assets and 106 locations to United Rentals in the United States and makes the company's specialty rental solutions available to thousands of new construction and industrial customers.

Matthew Flannery, CEO of United Rentals, said, "Today we completed the Ahern acquisition on schedule and welcomed over 2,000 colleagues to Team United. The integration is off to a strong start, giving us significantly more capacity to serve our expanded customer base. This transaction strengthens our positioning for the robust demand we expect in 2023, while also aligning with our longer-term strategy to 'grow the core' to drive greater shareholder value."

The company will issue its 2023 guidance in January, reflecting a full year of beneficial impact from the combination.

United Rentals, No. 1 on the *RER* 100, is the largest equipment rental company in the world. The company has an integrated network of 1,449 rental locations in North America, 13 in Europe, 27 in Australia and 19 in New Zealand. In North America, the company operates in 49 states and every Canadian province. The company is headquartered in Stamford, Conn. Visit unitedrentals.com. RER

The acquisition of Ahern Rentals adds about 60,000 assets to United Rentals' rental fleet. Photo by United Rentals

H&E Equipment Services Opens Two New Central Florida Branches

H&E Equipment Services opened two new Florida branches last month – one in Ocala, Fla., and another in Malabar Bay, near Palm Bay. The openings give H&E 12 branches in the state.

The branches include fully fenced yard areas, offices, and separate repair shops and are capable of handling a variety of construction and general industrial equipment for customers in Central Florida and along the "space coast."

"Our new Ocala branch fills a geographic gap in the central and northern part of the state," said branch manager Jim Sill, who has worked in the area and in the industry for more than 30 years. "We can now better reach our customer base between our existing Jacksonville and Orlando locations and having a facility along the I-75 corridor gets us on the job site quickly. Steady population trends and other favorable economic conditions in the area point to a strong, long-term nonresidential construction forecast, and we have the equipment to effectively serve those projects.

"H&E has been in the Sunshine State for 20 years now and has one of the youngest fleets in the industry. That is a great combination to show our customers — new and existing — that we are here to stay and ready to grow with them."

"H&E is expanding throughout Florida and has opened four new branches in the state in just this year alone," said Palm Bay branch manager Stephen Bone. "With the addition of this newest branch on the Atlantic coast, our Palm Bay location creates a service triangle with our existing Orlando and Lakeland branches to effectively locate fleet to fill any customer need. We can also better reach our customer base

Workers at H&E's Ocala, Fla., branch prepare a machine for delivery.
Photo by H&E Equipment Services

in Cocoa Beach, Melbourne, Palm Bay, Vero Beach, and all along the coast of Central Florida with our close proximity to I-95. In the next five years, this area will see nonresidential construction increase to the tune of over $9 billion, and we will have a good mix of equipment available to serve any project. We plan to grow right along with our customers."

The branches specializes 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.

Founded in 1961, H&E Equipment Services is one of the largest equipment rental companies in the United States, offering equipment rentals, sales, parts, and service. Branches are located throughout the Pacific Northwest, West Coast, Intermountain, Southwest, Gulf Coast, Southeast, Midwest, and Mid-Atlantic regions.

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

For more information about H&E Equipment Services, visit www.he-equipment.com. RER

JLG and Parent Company Oshkosh Corp. Receive 16 Awards and Honors in 2022

McCONNELLSBURG, Pa. — JLG Industries Inc., an Oshkosh Corp. company, received 12 industry awards in 2022, highlighting the company's most recent innovative product introductions and JLG equipment with high long-term resale value.

RER magazine honored JLG with two Innovative Product Awards: A Technology Enhancements award for the company's suite of telehandler accessory offerings and a Miscellaneous award for JLG's "Access Your World" virtual experience. The previous year, JLG's DaVinci AE 1932 all-electric scissor lift won *RER*'s Gold Award.

JLG's DaVinci all-electric scissor lift was one of many award winner's for the company in 2022. Photo by JLG

EC&M magazine named the JLG DaVinci AE1932 all-electric scissor lift its Product of the Year in the Construction Equipment Category. The Construction Machinery ME Awards also awarded the DaVinci lift as its Electric Machinery of the Year.

JLG won two International Awards for Powered Access (IAPA) this past year. The DaVinci lift was again distinguished as the Product of the Year, as was the company's 670SJ self-leveling boom lift. The 2022 Leadership in Lifting Equipment and Aerial Platforms (LLEAP) Awards also recognized JLG's 670SJ self-leveling boom lift, giving it a Gold Award — the highest honor. JLG's DaVinciGo App received a Silver LLEAP Award.

The JLG Next-Gen Augmented Reality App received a 2022 *Rental* Editor's Choice Award, and the company's new line of Rotating Telehandlers was named a *Construction Equipment* Top 100 Winner, as well as a 2022 Top Introduction by *Heavy Equipment Guide*.

And last, but not least, *EquipmentWatch*'s annual Highest Retained Value Awards this year included the JLG H340AJ hybrid boom lift and FT70 Liftpod model.

JLG's parent company, Oshkosh Corp., received four industry awards in 2022. The company was recently named one of America's Most Responsible Companies by *Newsweek*, the fourth consecutive year it has been awarded this honor. In addition to *Newsweek*'s recognition, Oshkosh was named one of Fortune's 2022 World's Most Admired Companies, a Leading Disability Employer 2022 by the National Organization on Disability and one of the World's Most Ethical Companies by Ethisphere for seven consecutive years.

To learn more about Oshkosh Corporation, please visit oshkoshcorp.com. For more information on JLG products and service, visit JLG.com. RER

Industry News continued on page 34

Investment in the Manufacturing Vertical

RER **talks with Mircea "Mig" Dobre, CRA, senior research analyst – machinery & diversified industrial, Robert W. Baird & Co., about the U.S. economy, inflation, supply chain and areas of strength in the U.S. construction economy in the coming years.**

BY MICHAEL ROTH / GRAPHICS BAIRD RESEARCH

***RER:* Starting off, how about a basic overview of how you see the economy in the coming year, in terms of inflation, interest rates, fuel prices and so on and how those concerns might affect the construction and rental economies?**

DOBRE: I think the outlook here is for a slowdown. That's a direct effect of what you're seeing in interest rates markets, what the Federal Reserve actions are trying to accomplish with three unprecedented interest rate hikes, unlike anything we've seen in the past four decades. But the good news is that inflation is indeed starting to break and we're seeing this pretty broadly, not just in consumer prices, but in producer prices. And we're seeing it in input costs. We're more importantly seeing it in construction materials, and I think that's especially relevant for your readers.

PHOTO BY ROSCHETZKY PHOTOGRAPHY/SHUTTERSTOCK.COM

As far as rental markets are concerned, there's a very similar dynamic. My expectation is for slower growth going forward and that's pretty consistent with what ARA is forecasting as well.

I think that outlook is pretty spot on and depending on how the residential construction markets progress and even how nonresidential progresses and you think beyond 2023 into 2024 there might even be a little bit of downside to how ARA is currently forecasting. The great news is that inflation is breaking. That's going to be very helpful. However rental operators have to be more vigilant since slower growth at the very minimum seems to be ahead.

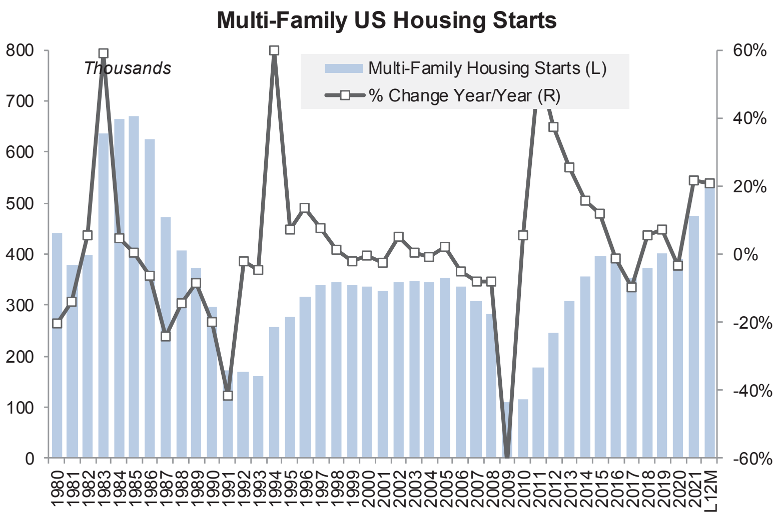
So you're seeing signs that inflation is already reducing a bit?

It is and we are seeing it not just in one or two areas. If you look at producer price indices, there's an entire series that the government reports. We are seeing it across equipment categories. We are seeing it in the manufacturing material side, in input costs and other things that go into making all these goods and equipment. We are seeing it in building materials, like lumber for instance, those prices have come down significantly.

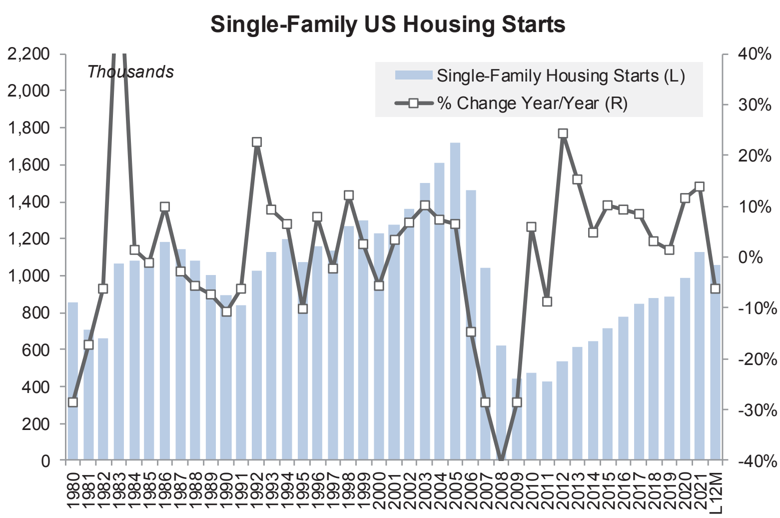
The past few years residential has been one of the drivers of the rental economy and you've talked about it quite a bit. Now it seems residential has been slowing down and non-res is more of the driver. How do you see that?

If you look at construction activity, the data that is reported by the government every month, the so-called put-in-place data, that tells you something about finished projects that have been delivered. There is also leading data, leading indicators. When you look at 2022, 2022 has really been a fantastic year, we have seen growth everywhere. The residential business has grown tremendously, private residential was up 17 percent in 2022. Private non-residential has been up 7 percent and the public side even before the infrastructure stimulus started to flow through, is not really going to happen until 2023, accelerating in 2024. The public side has been up 3. So we have seen what I would call synchronized growth in all three main areas of the construction market. That's been tremendous if you're operating a rental business or if you're a contractor.

The leading indicators are pointing to some shifting dynamics because the residential markets are very clearly slowing. And that you can see that in housing starts, you can see it in permits. Single-family homes are under particular pressure right now due to high



Source: US Census Bureau, Baird Research



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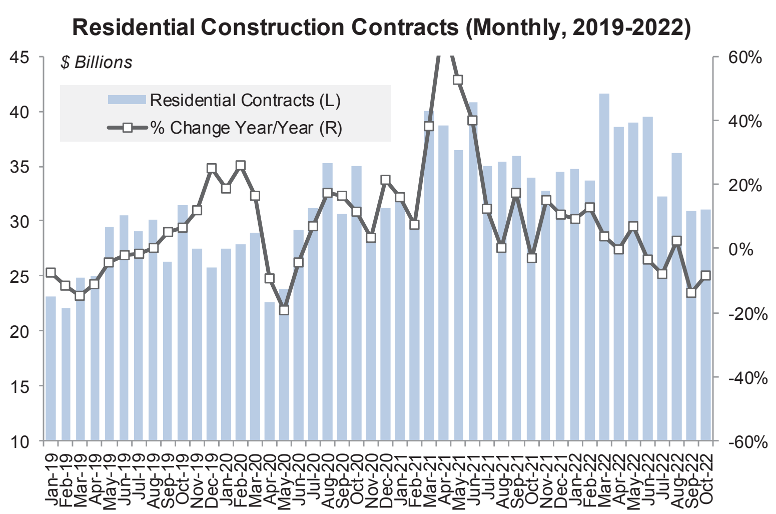


Source: FW Dodge, Baird Research

interest rates. But we're starting to see leading indicators pointing to softness in multi-family as well. Multi-family has actually held up pretty well until recently, and now we're starting to see that softness.

Our view is that residential is going to decline in 2023. We're expecting a roughly 6-percent decline in 2023 but then we think it's actually going to decline again in 2024 at a more moderate pace than what you're seeing in 2023. But nonetheless residential is likely going to remain under pressure. And a lot of it will depend on what happens with interest rates. That is something that is difficult to forecast. But based on what all of us are seeing from the Fed and what has been the communication on that side, it looks like higher rates are frankly here to stay.

How about in non-residential?

On the nonresidential side, nonresidential construction lags residential by roughly 18 months. Now we see good growth in 2023 on the nonresidential side largely due to the fact that there are a lot of projects in the backlog. There's been a lot of growth in residential, which stimulated non-res. There is potential for slowdown in 2024 in non-residential construction.

You hear a lot of talk about re-shoring and a lot of talk about very large projects like chip manufacturing, facilities on the semi-conductor side or investment in battery factories for electric vehicles. So, we think that trend is very real. We think when you look at private nonresidential construction manufacturing, we think that vertical is going to grow tremendously over the next two years. However, other verticals like office and commercial construction we believe are going to start to slow due to old items that I mentioned before – the slowdown in residential and also tighter financial conditions from higher interest rates.

What does all of this mean? In our view, this means that growth in non-residential is going to remain robust in 2023 with 8 percent growth. But

in 2024 we're going to see a slowdown to 4 percent. What keeps it still growing is the fact that there's going to be quite a bit of investment in the manufacturing vertical of non-residential construction.

Any other nonres markets you see much growth in?

Yes, the public side. This is where you have the Infrastructure Investment and Jobs Act (IIJA) or the so-called Infrastructure Bill, which is material. That has provided an incremental $500 billion worth of funding. It's a five-year bill. The way the funding is going to be dispersed is really going to be over more than a decade but it's $500 billion worth of funds, which in our view is going to generate accelerated growth in 2023 relative to 2022 and then an acceleration in 2024 relative to 2023. So, I suspect that your readers that have an exposure to government markets, whether it's education, or road construction, bridge, water, airport, rail, they are going to be very good for the next couple of years. These are going to be areas of growth, these verticals are going to grow regardless of what is happening with the broader economy, regardless of higher interest rates, simply because the funding there is really not driven by the broader economic cycle.

We expect public nonres spending to rise 10 percent in 2023 as infrastructure funding is starting to flow (it was up 4 percent in 2022 through mid-December). Total incremental impact of IIJA is $507 billion spread over a decade, we forecast 6-percent public nonres growth in 2023, up 9 percent in 2024 to $55 billion.

Despite economic headwinds, activity in multi-family residential and nonresidential construction should provide plenty of opportunities for rental companies in 2023.
Photo by High Reach Co.

You mentioned re-shoring, another thing I was going to ask you about. You see a lot of movement in that area?

We are. I mentioned the manufacturing vertical of construction. This is essentially where you'll see it. Just to give you a little bit of perspective, when you look at private non-residential construction, manufacturing accounts for about 20 percent of the total pie. It's an important vertical. It's not the largest vertical, but it's about to become the largest vertical. And a lot of it has to do with re-shoring, which is a broad term for industrial. We do have an industrial policy that requires investment in the U.S. in ways that we haven't really had in probably four decades.

In terms of spending, the growth that we are seeing already in manufacturing construction is significant. If you look at the last three months combined, the growth of construction put in place has been 40 percent compared to the prior year. And the question is where is most of this investment occurring? You might not be surprised to learn that a lot of it is coming in electronics. If you look at the computer and electronic vertical, this is where you have a lot of semi-conductor plants that we're talking about. This vertical accounts for about a third of manufacturing construction and construction activity here is up 220 percent year to date (as of mid-December 2022). Where is it? In computers and electronics within manufacturing. Yeah, it's been absolutely remarkable and we're seeing it in other areas too. For instance, in food and beverage, construction is up 13 percent year to date. In fabricated metal – this would be everything that goes into heavy equipment, like facilities that are built up for heavy equipment and heavy manufacturing – that construction spend is up 15 percent.

In non-ferrous metals, facilities to serve aluminum distributors as an example, that construction is up 50 percent year to date [by mid-December 2022]. There is a lot of investment in manufacturing. Electronics is where we're seeing by far the biggest growth, and we're not done. I think we're going to see a lot more of this in 2023 and 2024.

Do you expect labor shortages, skilled and unskilled, to continue to be a major issue?

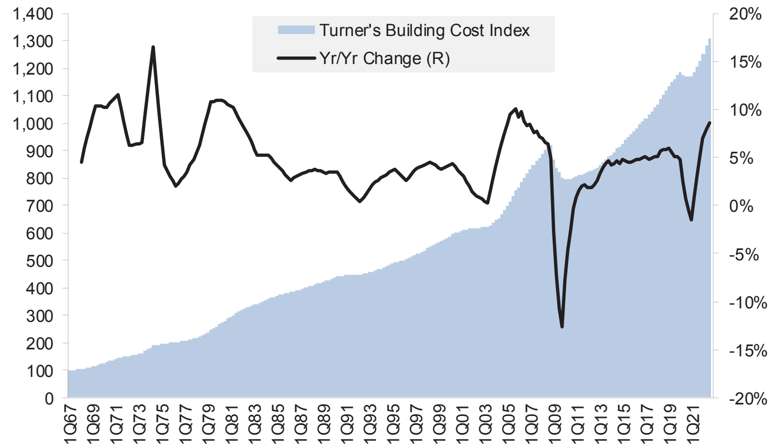
Short answer yes. And what I've noticed in speaking with not just the management teams from rental companies and our contacts in the rental industry, but even more broadly speaking with executives of manufacturing companies that we keep in touch with, is that there is a very deep reluctance on the part of all operators to restructure labor, to conduct furloughs, to conduct layoffs, even for the portions of the business where demand is softer. Primarily that there is deep concern that they won't be able to hire those folks back. This is very much a broad-based concern, it's not just a few folks who are saying this, I think everybody is thinking that. Even the Federal Reserve.

If you listened to the press conference they had earlier this week, chairman Powell was talking about the fact that the labor market remains incredibly tight, there is roughly 4 million laborers that have dropped out of the labor force during COVID that are simply not returning to take part in it for a variety of reasons. That is generating a very very tight environment. And another thing that I hear often from executives, they are concerned with a baby boomer labor force that is increasingly evaluating retirement and with lack of options for replacing these older but very skilled workers.

This might not apply so much to the rental industry, although it does because if you have maybe a 60-year-old mechanic, a very good mechanic, very experienced, and that person retires, it's really difficult to replace him with someone who is equally as productive.

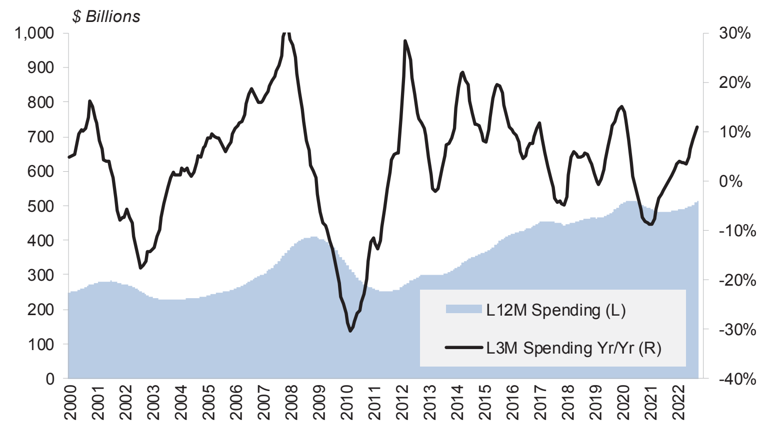
So it's not only that you have a hard time finding someone to replace him but that that person that you're going to find

Turner's Building Cost Index



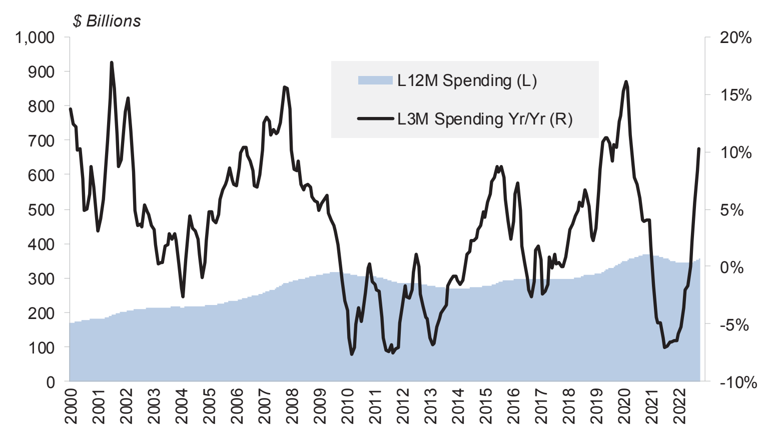
Source: Turner, Baird Research

US Private Nonresidential Construction Spending

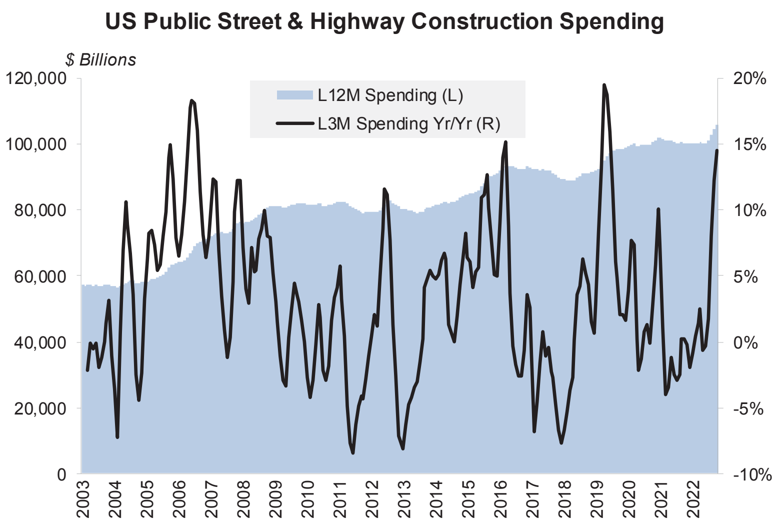


Source: US Census Bureau, Baird Research

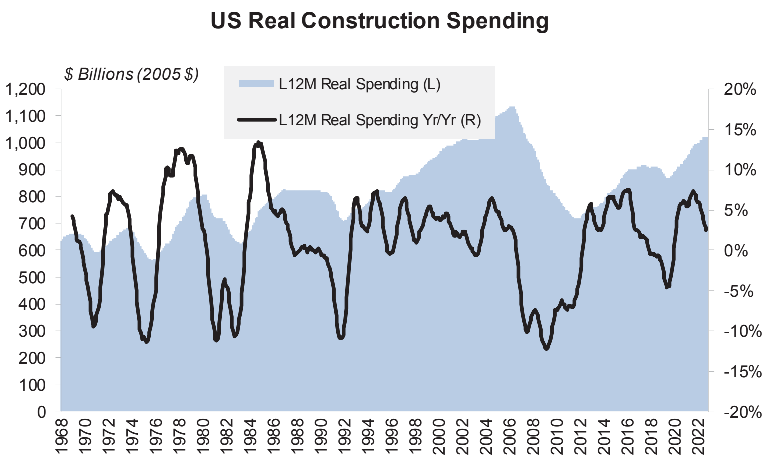
US Public Construction Spending



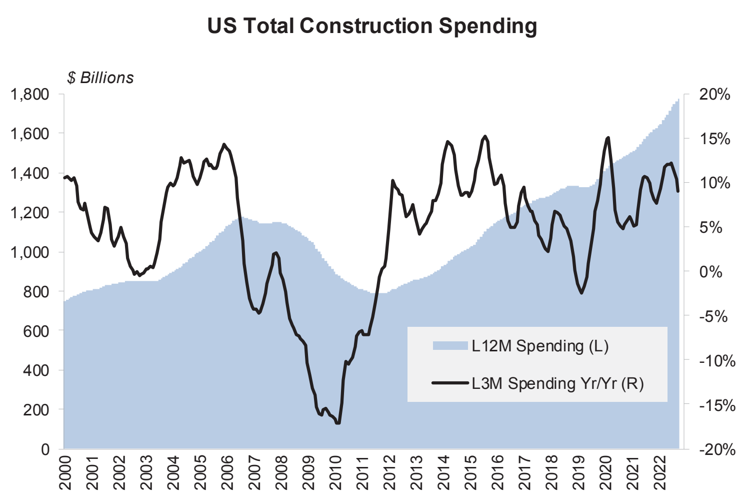
Source: US Census Bureau, Baird Research



Source: US Census Bureau, Baird Research



Source: US Census Bureau, Turner, Baird Research
Spending adjusted by Turner's Building Cost Index



Source: US Census Bureau, Baird Research

is likely to be less skilled, less experienced, less effective or efficient so to your point the labor shortages are going to continue and there is room to differentiate because employers, and this most certainly applies to the rental industry, employers who have a good track record of taking care of employees, compensating them well, offering good benefits and career advancement, those are the ones that are probably going to win in this kind of environment.

How do you see the supply chain – long lead times for equipment, difficulty getting components? Is this going to continue?

It's getting better. It's not getting better at the pace any of us had hoped for. Certainly not getting better at the pace that I thought it was going to a year ago. In some ways if the economy takes a bit of a breather, if growth slows down that would actually be a really good thing for supply chains because essentially everybody is going to catch up a little bit on production, on backlogs coming down, that might be a good thing. As those lead times normalize, buyers of equipment frankly have a better view and better ability to plan their own businesses.

In the survey that we partner with you on, this has been one of the recurring themes, the fascination that we have had from operators with the fact that equipment that they ordered kept getting delayed, their deliveries were getting pushed out. It's really hard to run a business that way, right? So, coming out of the third quarter and into the fourth quarter in 2022, and looking at the commentary that we're getting from manufacturers coming into 2023, we are seeing improvement. But I cannot think of a single executive of a manufacturing company that at this point expects their supply chains to be back to normal, or fully normalized in 2023. There's still a lot more work to be done there.

Are the higher interest rates affecting the availability and cost of capital?

That's a good question. Capital is going to be more expensive. We're not expecting that it will be difficult to obtain. More expensive yes, but maybe not more difficult. One of the things that we pay attention to is a Federal Reserve Survey of commercial lending officers. And we are starting to see that commercial lending officers are less willing to lend. They are reacting to an uncertain macro environment. They are a little less willing to lend now than they were a year ago. In a nutshell I would say that in 2023 capital is still available but it's more expensive.

Consolidation of the rental industry has intensified in the last year. Is this trend likely to continue?

I absolutely agree that consolidation is picking up. There are so many factors behind it. Including the reality of higher interest rates, capital being more expensive, labor constraints, difficulty to obtain equipment. There are real scale advantages in the rental industry and everybody who operates in it knows that. The larger players are obviously trying to grow and get larger and everyone else finds themselves in a situation where they have to ask themselves if they're not better off joining a larger competitor.

Do you expect fuel prices to remain high?

Energy markets are a little outside of my area of expertise. I'm more of an observer like everybody else. We are seeing lower energy prices now than we saw in the first half of 2022. The Russia-Ukraine war has escalated what was an inflationary crisis on its own. The economy rapidly re-opened and I think demand for fuel skyrocketed across the globe and then Russia and Ukraine made things worse. All of us can see at the pump that gasoline prices have pulled back. Diesel not so much and a lot of your readers probably care more about diesel than anything else and I struggle to see a lot of relief on the diesel end. It hasn't happened yet, and you'd think that by now that situation would have been to some degree resolved. I really have no idea what diesel prices will do in 2023. But at least in theory if the economy slows that likely will have some impact on diesel prices too.

Any other thoughts about rental?

The rental industry is a cyclical industry, it's always been a cyclical industry. It will not move in a linear fashion. We are coming off an amazing 2022 during which everyone's equipment was probably fully utilized, rental rates have been very robust. Yes, there have been challenges.

Labor is a challenge, costs, inflation is a challenge plus it's been a year in which many of your readers and many rental operators have been tremendously profitable and that's been fantastic. As I think about the totality of the cycle that lies ahead of us and I'm thinking beyond 2023, to 2025, 2026, 2027, I think it's a great time to be in the rental industry because there are a lot of drivers for growth. There's investment in manufacturing, and you recall from prior discussions, I'm a big believer in housing.

There's structural housing demand that is now interrupted by higher interest rates but not derailed, that's the key. You can delay, you can interrupt the trend, but you will not derail it with higher interest rates. That fundamental demand for housing is still there and we are investing in America. We are investing in infrastructure, we're investing in manufacturing, we're doing things that needed to be done that haven't been done for a very long time. It's exciting to be part of the industry. It's going to make for some very profitable years ahead despite the near-term years in 2023 and 2024 being a little bit slower.

Over the next five to seven years the fundamental demand for housing will be much higher than we have experienced over the past decade, which should dampen the length and magnitude of a housing slowdown.

Finding qualified workers will continue to be a challenge for the rental industry for the immediate future.
Photo by Louisiana Cat

Obviously you can't have fast expansion forever.

That's exactly right. RER

United Rentals has grown to more than 1,300 locations, about 4,500 categories of equipment, and 22,000 employees, focused on finding the right solution for every job.

Customers at the Center

The world's largest rental company celebrates its 25th birthday.

BY MICHAEL ROTH

United Rentals was founded in late 1997 by a group of businessmen headed by Brad Jacobs and several other executives who worked with Jacobs at United Waste. The group acquired more than 200 rental companies in its first couple of years to become the rental industry's largest rental company and has continued its growth ever since. On the occasion of reaching 25 years in business, *RER* recently spoke with Matthew Flannery, the company's president, CEO and director about the company's growth and achievements.

***RER:* Obviously United Rentals has completely transformed itself from a disparate collection of unrelated rental companies in its early days to an industry leader with sophisticated systems and structure. How would you summarize and describe this transformation and what have been the keys to your growth and maturation?**

FLANNERY: We put the customer at the center of everything we do. We learned early on that you have to earn every deal every day, and not take any dollar for granted. So, you start by making sure you

have the best people and that you are empowering them to provide the premier day-to-day customer experience in the industry. As we celebrate our 25th anniversary, that hasn't changed since day one.

Then, over time, we've focused on continuously finding new ways to support our customers. We've grown our offerings to become a true one-stop shop with over 1,300 locations, about 4,500 categories of equipment, and 22,000 employees. It's always been about getting the right solution to solve a problem. And our fleet and scale can help to solve a lot of problems.

On top of all of this, we're developing and integrating technology that allows us to help our customers make better decisions about their fleet. This includes Total Control, our Mobile App, as well as our e-commerce capabilities. Through these systems, we provide customers a way to really manage their worksite performance.

Tying everything together is our ongoing commitment to our foundation of people, processes and technology. We believe that this foundation, anchored by the best team in the industry, allows our customers to depend on us as their partner for worksite safety, productivity and sustainability.

Looking to the future, United Rentals is distinguishing itself as a leader in environmental consciousness in terms of lowering its carbon footprint. In the past year, we've heard about efforts to adopt electric vehicles for transportation (Ford trucks and so on). How about converting the rental fleet to electric equipment and alternative fuels? And what other internal steps has United taken to lower its carbon footprint?

We know change starts at home. Last year, we announced a goal of 35-percent reduction in our greenhouse gas emissions intensity by 2030, across scopes 1 and 2. Earlier this year, as part of our 2021 Corporate Responsibility Report, we updated our GHG Goal to include third-party hauling within scope 3; and we announced six new goals around environmental (diverting 70 percent of our waste from landfills by 2025 and retrofitting lighting at 95 percent of our branches in North America by 2025); social (achieving 40-percent diverse representation in sales and management job groups by 2030, reducing our total recordable incident rate to 0.40 by 2030 on our journey to zero injuries, and donating 25,000 hours of impact) and governance (training 100 percent of employees on our Code of Ethical Conduct every other year and training 100 percent of new hires on our code within six months of their hire date).

We've already started with things like lighting retrofitting and waste diversion at our branches, as well as making progress towards reaching our greenhouse gas goal. And our teams are really engaged through an internal group we call Planet United. All of this supports our purpose to build a better future together.

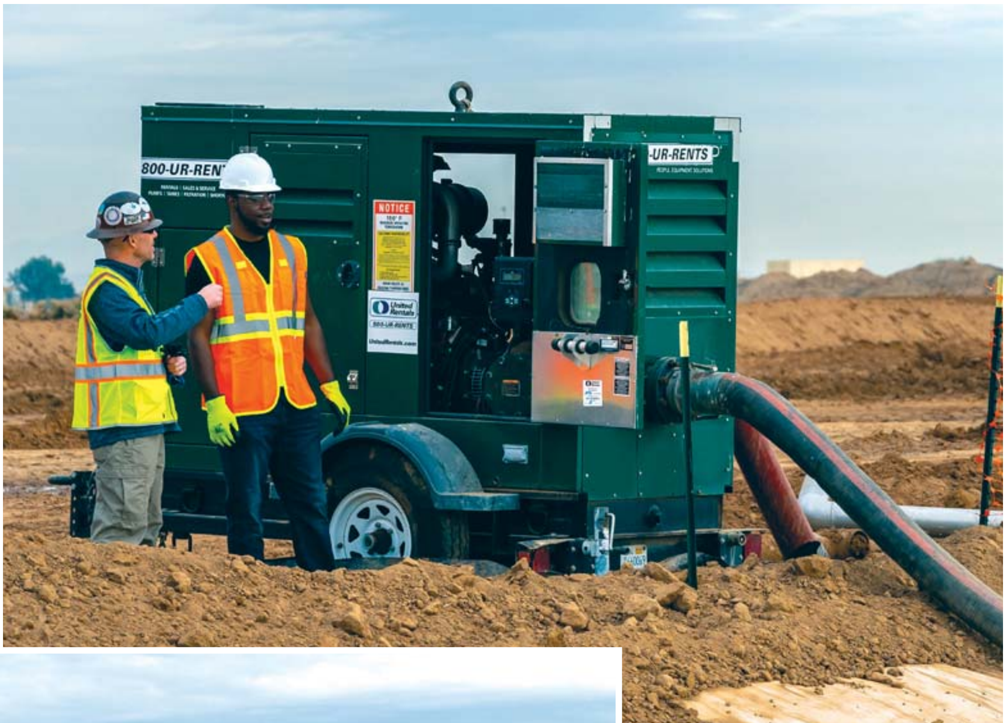
Looking more broadly, our customers are asking for help with their own sustainability efforts. We are adding low and zero emission equipment options, including electric vehicles and generators that utilize batteries for storage. And we are helping customers with solutions that help them better select the right equipment as well as track their emissions. Ultimately, we know that we have to approach sustainability in a holistic way and customers depend on us to provide practical solutions.

Specialty rental has become a growing part of United Rentals equipment offerings. How will this evolve in the coming years and what are some of the new areas of rental that will become part of United Rentals core equipment offerings?

Matthew Flannery, the fourth CEO in United Rentals' 25-year history, has been with the company since 1998 and has worked in almost every facet of equipment rentals.
Photo by United Rentals

The addition of specialty rental has always been about solving more problems for the customer. Construction and industrial sites are complex with a lot of moving pieces. The more services the customer can source from a single partner, the safer and more productive the project will be.

As an example, consider a new construction project. We can partner from the very beginning bringing in temporary fencing, mobile offices and restrooms. We can provide storage containers for the laydown yard. As excavation starts, we can help with the trench needs. We have temporary power solutions and HVAC to deal with climate needs. Customers can



Right: United Rentals' specialty rentals, including generators, pumps, and other categories, often involve a deep level of expertise to help customers deal with complex applications.
Below: Technology such as Total Control, United Rentals' mobile app, and others helps the company keep up with evolving customer needs.
Photos by United Rentals

use our tools and we can provide trucks. If there are fluid solution challenges, we can help. Throughout the job, we are supporting our customers with General rental equipment and a technology platform to provide consolidated insights. It's all about being a one-stop shop.

United Rentals couldn't have grown as much as it has without technology. How has United managed to unite many different approaches to software and telematics and where will its emphasis on technology take the company in the future? How have online services such as Total Control and United Rentals' Mobile App helped customers and United Rentals' own efficiency?

Technology and data are everywhere today. We try to streamline it all to provide insights that help our customers make smarter decisions. So we lean into innovative ways to reduce the complexity of today's worksites.

We started with Total Control which we believe is the leading solution to support fleet management. Customers can benchmark their utilization and right-size their fleet, as well as streamline their processes. And we continued to grow from there. Our online rental catalog makes it easy for customers to get what they need, and our Mobile App gives workers in the field the ability to make real-time decisions.

Continuous innovation is critical. As an example, we just released a new notifications platform that allows customers to choose how to be informed of equipment-related events ranging from equipment status to service. Our technology roadmap is developed with input from customers so we can best help them meet their safety, productivity and safety needs. RER

High Capacity Paper Shredders

FROM OZTEC BUSINESS MACHINES

"Maker of the World's Best Paper Shredder"

RENTAL RUGGED

OZTEC 800i
Paper Shredder

36 Sheets 20 lbs.

16" Throat - 36 sheets of 20 lbs. bond per pass

The top-of-the line Model 800i features a 16" throat and 1 h.p. motor. *Maximum 36 sheets per pass (20 lbs. bond) or 43 sheets (16 lbs. bond). The throat housing is flared for easier handling of extra-wide documents and packaging materials. The 800i can be configured to run at double speed (120 ft. per minute).

OZTEC 1675
Paper Shredder

30 Sheets 20 lbs.

16" Throat - 30 sheets of 20 lbs. bond per pass

The Model 1675 features a 3/4 h.p. motor and a 16" throat for larger document sizes. *Maximum capacity is 30 sheets per pass (20 lbs. bond) or 36 sheets per pass (16 lbs. paper). When the primary user application is form feeding multiple stacks of computer printouts, the Model 1650 can be configured to run at 120 ft. per minute for increased productivity.

OZTEC 1275
Paper Shredder

30 Sheets 20 lbs.

12" Throat - 30 sheets of 20 lbs. bond per pass

The Model 1275 offers a 12" throat for easier feeding of wide materials and a 3/4 h.p. motor for additional shredding power. *Maximum capacity is increased to 30 sheets per pass (20 lbs. bond paper) or 36 sheets per pass (16 lbs. bond paper). Throughput capacity level is increased to nearly 1100 pounds per hour.

OZTEC 1050
Paper Shredder

26 Sheets 20 lbs.

10" Throat - 26 sheets of 20 lbs. bond per pass

The Model 1050 features a 10" throat and 1/2 h.p. motor. *Maximum capacity is 26 sheets per pass (20 lbs. bond paper) or 33 sheets per pass (16 lbs. bond paper). As with all Oztec paper shredders, the shreds exit downward so you can empty the bag from the front and place the machine and stand up against a wall. The Oztec Model 1050 is perfect for the general office or executive center where space is a consideration, yet high performance is a requirement.

MADE IN THE USA

- Designed for high productivity continuous shredding
- Years of trouble free use
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- Available in 10, 12 and 16" throat widths
- High-speed input, 60 feet per minute
- Safe, totally enclosed gear box
- Safety key lock and emergency stop button
- Shreds staples, paper clips and more

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Case Construction Equipment

Case is making numerous updates to its N Series backhoe loaders, including PowerBoost functionality, a new PowerDrive transmission upgrade with Direct Drive, and a factory-installed thumb that makes backhoe operation more versatile. New Case N Series backhoes also feature updates to loader controls, including a new declutch trigger, new roller/rocker switch for better attachment control, and an all-new F-N-R thumb switch for simplified operation. The PowerBoost is a new button on the left-hand backhoe joystick that provides the operator with a momentary boost of increased hydraulic power without decreasing engine RPM (so as not to affect speed/cycle times). This feature is designed for digging through tough conditions, including hard clay, rock and frost.

Caterpillar

An improved operator display improves user interface for the Caterpillar 420 center pivot backhoe loader. Shifting gears is easier with the powershift transmission. Proportional thumb rollers on the joysticks improve aux hydraulic control. The unit achieves up to 15-percent more boom lift performance compared to past units, the company says. With an IT loader coupler, the operator can change attachments for various applications with the touch of a button. The operating weight is 24,251 pounds maximum. Standard dig depth is 14 feet.

John Deere

John Deere's updated 4.5L John Deere PowerTech EWL engine for the L-Series backhoes improves torque. The 310SL model includes pressure-compensated load-sensing hydraulics and expanded machine control modes. The redesigned L-Series backhoe loaders includes improved filter locations for easier access. The 310SL is now available with PCLS hydraulics, improving backhoe controllability at any engine speed. Trenching operation can be conducted at lower engine rpm, reducing fuel consumption and lowering jobsite noise. The 310 SL is now equipped with Lift Mode. When enabled, it automatically sets the engine speed to 1,400 rpm and increases max hydraulic pressure to 4,000 psi, for up to a 10- to 15-percent increase in backhoe lift capacity.

JCB

The JCB 1CXT backhoe loader delivers versatility by bringing together the performance capabilities of a compact track loader with a mini excavator. Delivering maneuverability, a universal, quick hitch compatible with most skid-steer attachments and a 49-hp engine that requires no aftertreatment, the 1CXT can be trailered and towed without a CDL because of its compact size and low weight. Additionally, the 1CXT offers 26.4 gpm proportional hydraulic couplings with constant flow capability. A 500-hour engine service interval cuts downtime and maximizes profits. The JCB Power Management System controls the transmission setup to increase machine pushing power while reducing fuel consumption.

Kubota

Kubota offers the B26, L47, and M62 tractor loader backhoes for a wide range of landscaping, construction and contracting jobs, designed for independent contractors, landscapers and rental services. HST Plus, available on the M62/L47 provides automated control of both the HST pump and drive motor. Kubota's engines feature a common rail direct-injection system that reduces emissions and increases fuel economy while maintaining high levels of power and torque. The M62 has engine gross horsepower of 63.0; PTO horsepower of 46.0; the front loader of 3,960 pounds lift capacity; and the backhoe has 169.8-inch maximum digging depth.

Makinex

The Makinex Dual Pressure Washer combines a rotary cleaner and wand pressure washer in one machine and can be swapped between them with a turn of a handle. The water pressure is fully adjustable from 1000 psi up to 4000 psi. Applications include car parks, driveways, paths, pavements, tennis courts, decks, machinery, and any exterior cleaning. The unit features a Honda engine and a 30-foot hose to access hard-to-reach places. Other features include rubber mounts to reduce vibration from the engine, brake castors for locking in place, and a heavy-duty geared pump with a thermal release valve. A lifting eye and a foldable handle help with transportation and storage.

Mi-T-M

The Mi-T-M 4000 psi CA Aluminum Series pressure washer is designed for cleaning contractors. Powered by a 420cc Mi-T-M OHV engine, the unit can blast through tough dirt and grime. It's portable and lightweight. A direct drive pressure washer, it is equipped with a General pump with external bypass. Features a corrosion-resistant aluminum frame and patented vibration plate for durability. Features quick connect nozzles for precision cleaning, 50 feet of non-marking hose and a professional gun and wand. Warranties include three years on the Mi-T-M engine and seven years on the pump.

Steam Jenny

Steam Jenny offers four models of belt-drive cold pressure washers. A pulley system, which turns the pump slower, extends service life. The belt absorbs engine vibration and allows the pump to be located farther from engine heat. All models are designed for commercial-duty applications. The pressure washers are powered by 9- or 13-horsepower Honda GX Series engines, and all models feature a triplex ceramic plunger pump, which provides years of service while requiring little maintenance. Providing a balance between power and volume, the units offer pressure ratings between 3,000 and 4,000 psi, and flow rates vary between 3 and 4 gpm.

General Pipe Cleaners

Speedrooter 92R from General Pipe Cleaners is designed for tough stoppages like tree roots and other heavy obstructions in 3- to 10-inch drain lines. Heavy-duty 10-inch wheels, stair climbers and a folding handle facilitates portability. The variable-speed automatic feed feeds and retrieves the Flexicore cable at up to 20 feet per minute. The power cable feed and guide tube helps keep operators' hands safe. The cage holds 100 feet of 5/8-inch or 3/4-inch Flexicore cable, made of heavy gauge wire coiled tightly around 49-strand aircraft-type wire rope, with a one-year warranty. Standard safety features include an air-actuated foot pedal, ground fault circuit interrupter, safety slip clutch and instructional video access.

Chicago Pneumatic

Chicago Pneumatic introduces the CPS 185-100 air compressor manufactured in the United States. Powered by a liquid-cooled, three-cylinder Kohler diesel engine, the unit can power two 90-pound breakers or other additional tools and ranges up to 125 psi. Standard package includes an Xc1004 controller designed to enhance the visibility of operating parameters. Air pressure, fuel level and running hours are displayed on screen along with RPM, engine temperatures, oil pressure and voltage to help with troubleshooting. The controller displays compressor and engine measurements, warnings, alarms, operational settings, and routine service requirements and more are displayed. The undercarriage frame offers 100-percent spillage-free containment that protects against spills or leaks.

Doosan Infracore North America

Doosan Infracore North America will display a crawler excavator and two mini-excavators targeted for rental customers during The American Rental Association Show. The DX140LC-7 crawler excavator's X-chassis undercarriage enhances durability. The track chain is sealed and self-lubricating for reduced maintenance. The 48.8 hp Doosan DX50Z-7 mini excavator is part of the 5-metric-ton size class. Its zero-tail-swing design makes it a popular choice for customers working in confined spaces on construction jobsites or landscaping projects. A standard enclosed cab with heat and air conditioning keeps operators working comfortably. A heated adjustable seat is available as an option. Standard attachments for the DX50Z-7 mini excavator include a bucket, quick coupler and thumb. Visit Booth 5026.

Fecon

Fecon will feature the FMX28 Bull Hog mulcher for compact excavators in Booth 3278. Designed for 3.5- to 8-ton compact excavators with hydraulic flows from 12 to 40 gpm, the FMX28 is optimized for those in the 3.5- to 5-ton range. This new mulcher model features 14 flippable knife tools on a bite-limiting split ring rotor to achieve a 28-inch cutting width. Aftermarket carbide tools are available for ground-engaging applications. The FMX28 can replace workers wielding chainsaws and hand crews, making the technology much safer and more productive, especially when working on slopes. The unique rear throat design ensures that no unprocessed material is left behind, thus maximizing productivity when sweeping along the ground.

General Equipment

General Equipment introduces two new models of the TEMP-BUST-R Ventilation fan line: the 30-inch diameter EBF30 and the 36-inch diameter EBF 36. These drum-style fans feature direct-drive, variable-speed motors. The fans are designed for general construction, demolition, oil and gas and other non-hazardous industrial work environments. Both feature the integral GripStop feature, which uses a rigid steel support bracket with poly surface grips to help keep the fan in place during operation and prevent movement on unlevel surfaces and inclines. The blade assembly is precision balanced to reduce vibration, which also decreases unintended movement and minimizes sound. The EBF30 model delivers between 4,200 to 6,000 CFM of output. The larger EBF36 can produce between 9,200 and 11,200 CFM.

Genie

Genie will be offering four examples of its newest electric or hybrid MEWPs at the ARA show, including a scissor lift with Genie lithium-ion batteries. It will also offer its newest telehandler in the GTH telehandler family. The GS-1932 E-Drive Lithium-Ion scissor lift is equipped with a zero-maintenance battery that has been specifically designed for use in MEWPs and rigorously tested for longevity and reliability, even in extreme temperature environments. The Genie GS-1932m micro scissor is an example of how Genie's approach to low-level access is evolving. Introduced in 2021, these micro scissors feature Genie's fully sealed and maintenance-free AC electric drive. Visit Genie at Booth 4247.

HyBrid Lifts

HyBrid Lifts Zero-Turn Series scissor lifts feature point-and-go drive style, maneuverability in confined spaces, optimal lift positioning and precise jobsite mobility. The units fit through doorways and elevators without losing platform space to a mast column. The ZT-1230 has a working height of 18 feet, while the ZT-1630 features a working height of 22 feet. Both lifts offer proportional controls, electric drive and steer, 110V-AC power-to-platform; USB ports; a manual descent pull cable; a full height cantilever gate; low floor load pressures; EZ-glide slide-out extension deck; 25-percent gradeability; solid rubber, non-marking wheels; forklift pockets; locking front-wheel casters; active tilt alarm; active load-sensing; removable platform controls; two-year parts and labor and five-year structural warranty; and more.

Little Beaver

Little Beaver's Mechanical Earth Drills, for one-man hole-digging applications, feature a 360-rpm operating speed. The compact design allows access to areas unreachable by skid-steer-mounted augers. The earth drills are designed for rental centers, fence and sign installers, landscape and building contractors, parks and recreation departments. The drills are available with either a 5.5- or 8-horsepower engine and is mounted on 8- or 10-inch semi-pneumatic tires, respectively. Both versions offer a small footprint and can be used on lawns, golf course greens and other delicate surfaces without causing damage. The mechanical drills feature a steel torque tube that allows operators to use large diameter augers without fear of dangerous kickback. Visit Little Beaver in Booth 1455.

Pettibone

Pettibone's Extendo 944X telehandler builds upon Pettibone's traditional design. The unit is powered by a 74-horsepower Cummins QSF 3.8 Tier 4 Final diesel engine. Mounted on a side pod, the engine offers easy access and curbside visibility, with ground clearance of 18 inches. The 944X offers maximum lift capacity of 9,000 pounds, max forward reach of 30 feet, and max lift height of 44 feet, 6 inches. Featuring formed boom plates, the structure offers greater strength while reducing weight. The design minimizes boom deflection for better control and accuracy when placing loads. Boom overlap has been nearly doubled from previous models to provide smoother operation and reduce contact forces on wear pads. Visit Booth 2655.

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Manitou Group Acquires French Lithium-ion Battery Provider easyLi

ANCENIS, France -- Manitou Group, a manufacturer of material handling, mobile elevating work platforms and earth moving equipment, has acquired an 82-percent stake in easyLi, a specialist in the design and production of lithium-ion batteries. This strategic transaction gives the Manitou Group specific skills in the context of its energy transition.

Founded in 2011, easyLi manufactures and maintains lithium-ion battery systems for electric mobility and stationary energy storage solutions. It has 25 employees and is based in the Poitiers–Futuroscope business district in southwest France.

As a result of this acquisition, Manitou Group is extending its competence with business lines dedicated to research and development and the production and reconditioning of batteries.

“easyLi’s expertise adds substantial value to our organization,” said Michel Denis, president and CEO of Manitou Group. “By internalizing this expertise, we are going to be able to study machine-battery interactions in depth and thus continue to reduce total cost of ownership for our users. This operation is in keeping with our research and development plan to accelerate our energy transition.”

François Barsacq, founder and CEO of easyLi, added: “We are proud to be joining Manitou Group. It is a fantastic opportunity to share our know-how internationally on different ranges of handling products, while stepping up our activities on our historical markets of urban electric mobility, on board energy systems and

The acquisition of easyLi, a manufacturer of lithium-ion batteries, accelerates Manitou’s transition into cleaner energy solutions. Photo by Manitou

self-sufficient environments. We look forward to accompanying Manitou Group in this new stage.”

easyLi was founded in France in 2011, specializing in the design and production of intelligent battery systems for urban mobility and self-sufficient professional equipment. The company also develops, manufactures and markets stationary energy storage solutions for private individuals, buildings and Smart Home and Smart City applications. easyLi is working toward a responsible energy transition by producing long-lasting storage solutions. Thus, easyLi offers post-warranty, through-life maintenance contracts to extend the service life of the batteries on customer fleets. In 2021, easyLi reported €1 million in revenue. RER

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RER® Rental Equipment Register

GROUP PUBLISHER
Brandon Williamson
bwilliamson@endeavorb2b.com
(512) 739-2102

ASSOCIATE PUBLISHERS
Deanna Morgan
dmorgan@Endeavorb2b.com
(847) 954-7982

Patrick Keefe
pkeefe@Endeavorb2b.com
(847) 391-1024

Patty Maroder
pmaroder@endeavorb2b.com
(847) 576-6540

Mike Mandozzi
mmandozzi@endeavorb2b.com
(847) 481-6459

CLASSIFIEDS/INSIDE SALES
Rich Thompson
rthompson@endeavorb2b.com
(847) 616-9745

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Endeavor Business Media, LLC
30 Burton Hills Blvd., Suite 185
Nashville, TN 37215 USA
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