

Equipment is Going Electric | Mini-Excavators | Telehandlers

# RER

## Rental Equipment Register®

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

**JUNE/JULY 2023**



### Interviews with **Software Manufacturers**

System integrations, AI,  
partnering with rental  
companies, and more.





# CUT TIME, NOT CORNERS.

**SMARTGRADE™** / MOTOR  
GRADERS

## **NEVER IDLE**

Two words that don't belong together on a jobsite are good and enough. That's why we build tools to help you take getting level to a whole new level. Machines that can take some of the load off your shoulders. Tech that can help you grade faster. And machines that can even watch your back. Because we never settle for good enough, we're here to make your best even better.



**JOHN DEERE**

[DEERE.COM/SMARTERTOOLS](http://DEERE.COM/SMARTERTOOLS)



## FEATURES



# 14

## Cover Story

### Interviews with Software Manufacturers

Simplifying and integrating procedures, the influence of artificial intelligence, and partnering with the customer, are just a few of the topics on software suppliers' minds.

BY MICHAEL ROTH, RER



# 24

## Equipment Goes Electric

Rental leads the way as electric machines grab a foothold.

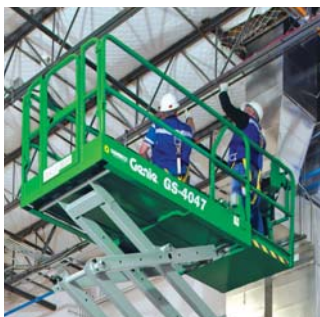
BY TOM JACKSON

# 8

## Industry News

Sunbelt Rentals acquires 50 companies in fiscal 2023; REIC buys companies in Alberta, Colorado; Québec's Lou-Tec and Simplex make major rental acquisitions; Herc news; and more.

BY MICHAEL ROTH, RER



## COLUMNS

### 6 From the Editor

Making the most of social media without becoming a geek.

BY MICHAEL ROTH, *RER*

### Product Spotlights

**33** Mini-excavators

**34** Telehandlers

### Ad Index **34**

### On the Cover

Photos credits: angelh/Shutterstock, Bself/Shutterstock, mentalmind/Shutterstock, PALERMO89/Shutterstock, Photon photo/Shutterstock, REVector/Shutterstock and Yustus/Shutterstock.

Equipment is Going Electric | Mini-Excavators | Telehandlers



Rental  
Equipment  
Register®

Serving the Rental Profession | [www.RERmag.com](http://www.RERmag.com) **JUNE/JULY 2023**



**Interviews with  
Software  
Manufacturers**

System integrations, AI,  
partnering with rental  
companies, and more.

#### Editorial and business office address:

7762 Airport Blvd., Los Angeles, CA 90045  
(310) 490-6678

[www.rrermag.com](http://www.rrermag.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

#### Group Publisher

Brandon Williamson, [bwilliamson@endeavorb2b.com](mailto:bwilliamson@endeavorb2b.com), (512) 739-2102

#### Associate Publishers

Deanna Morgan, [dmorgan@endeavorb2b.com](mailto:dmorgan@endeavorb2b.com), (847) 954-7982

Patrick Keefe, [pkeefe@endeavorb2b.com](mailto:pkeefe@endeavorb2b.com), (847) 391-1024

Mike Mandozzi, [mmandozzi@endeavorb2b.com](mailto:mmandozzi@endeavorb2b.com), (847) 481-6459

#### Classifieds/Inside Sales

Rich Thompson, [rthompson@endeavorb2b.com](mailto:rthompson@endeavorb2b.com), (847) 616-9745

#### List Rental Sales

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

#### Art Director

Jennifer Dakas, [jdakas@endeavorb2b.com](mailto:jdakas@endeavorb2b.com), (630) 454-7029

#### 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
- **CRO:** Reggie Lawrence
- **Chief Digital Officer:** Jacquie Niemiec
- **Chief Administrative and Legal Officer:** Tracy Kane
- **EVP Industrial Group:** Mike Christian



#### 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, [rentalequipment@omeda.com](mailto:rentalequipment@omeda.com).

#### SUBSCRIPTIONS:

Rental Equipment Register, PO Box 3257, Northbrook, IL 60065-3257  
(877) 382-9187, [rrermag@omeda.com](mailto:rrermag@omeda.com)

**REPRINTS:** [reprints@endeavorb2b.com](mailto:reprints@endeavorb2b.com)

**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 (USPS Permit 461-220, ISSN 0034-4524 print, ISSN 2771-6570 online) is published 9x a year (Jan, Feb, March, Apr/May, June/Jul, August, Sep, Oct, Nov/Dec) by Endeavor Business Media, LLC, 1233 Janesville Ave., Fort Atkinson, WI 53538. Periodical postage paid at Fort Atkinson, WI, and additional mailing offices. POSTMASTER: Send address changes to Rental Equipment Register, PO Box 3257, Northbrook, IL 60065-3257. SUBSCRIPTIONS: Publisher reserves the right to reject non-qualified subscriptions. Subscription prices: U.S. (\$62.50); Canada/Mexico (\$93.75); All other countries (\$122.50). All subscriptions are payable in U.S. funds. Send subscription inquiries to Rental Equipment Register, PO Box 3257, Northbrook, IL 60065-3257. Customer service can be reached toll-free at 877-382-9187 or at [rrermag@omeda.com](mailto:rrermag@omeda.com) for magazine subscription assistance or questions.

Printed in the USA. Copyright 2023 Endeavor Business Media, LLC. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopies, recordings, or any information storage or retrieval system without permission from the publisher. Endeavor Business Media, LLC does not assume and hereby disclaims any liability to any person or company for any loss or damage caused by errors or omissions in the material herein, regardless of whether such errors result from negligence, accident, or any other cause whatsoever. The views and opinions in the articles herein are not to be taken as official expressions of the publishers, unless so stated. The publishers do not warrant either expressly or by implication, the factual accuracy of the articles herein, nor do they so warrant any views or opinions by the authors of said articles.

## FOLLOW US



**FACEBOOK**  
Rental Equipment  
Register



**TWITTER**  
[@RRERmagazine](https://twitter.com/RRERmagazine)



**LINKEDIN**  
Rental Equipment  
Register Magazine



ENERGY BOSS™ SAVES FUEL *and*  
MAXIMIZES GENERATOR EFFICIENCY



# REDUCE GENERATOR USAGE *UP TO 75%* AND LOWER CARBON EMISSIONS

with **ULTRA-HIGH CYCLE LIFE BATTERY TECHNOLOGY**



**20X**

UP TO 20X THE  
CYCLE LIFE OF  
LFP BATTERIES



LESS  
FUEL  
CONSUMPTION



LESS  
CARBON DIOXIDE  
EMISSIONS



LOWER  
NOISE  
POLLUTION



REMOTE ACCESS  
MONITORING &  
TRACKING

**CONTACT ANA TO ACCESS THE ENERGY BOSS**

(562) 450-3570 // [sales@anacorp.com](mailto:sales@anacorp.com)



**ANA**

We make your world easier.



## Keeping Social Media in its Place

It's a little bit different writing for a monthly magazine than posting something on social media. If I was writing this column for social media, I might say that this morning the big social media news is that Meta has launched its new *Threads* app, a competitor to *Twitter*. I might not have even noticed this except my fellow editors here at Endeavor Business Media are discussing it animatedly on our internal chat functionality. But as an editor of a trade magazine, it's my job to be aware of these issues because no doubt many of you have social media staff who are keeping up with these trends, or at least you should.

By the time most of you receive this a couple of weeks from now – and of course in this rapidly evolving social media-driven world that's a long time – the advent of this new app will be old news. And I'm sure most of you are far more concerned about certain orders you placed for equipment a year and a half ago that still hasn't arrived. And a thousand and one other issues like how to hire some decent new mechanics, and what to do about a competitor undercutting your rates on an important project and questions about whether or not to replace some aging assets that are raising your maintenance costs. And many other important issues that rental company owners think about every day.

But I know a lot of you are using social media, and quite effectively. It gives you the opportunity to communicate with segments of your

customer base on a regular basis. Every time you post something about a new piece of equipment, about some new achievement by a member of your staff, or awards your people have won, whatever it might be, customers will see it. If they don't see your social media posts, they might see those your competitors put up. Do they matter? When your customers or potential customers read about you in a positive manner or see pictures of what you're doing, they become more familiar with you and it humanizes your company and your people. And it lets them know you are continuing to expand your capabilities. How important is that? Hard to measure or put a price tag on it but that's what marketing is all about and some are better at it than others.

On the topic of trends, we take a deeper dive into battery electric equipment this month with an article by Tom Jackson on page 24. Tom has covered the equipment industry for more than 30 years and he publishes his own ongoing blog called Heavy Equipment Insights, so it's well worth considering what he has to say. I wanted us to publish a sort of "Everything you could possibly want to know about battery-electric equipment" article. The "everything" part of it was a bit too much for a magazine article, but Jackson takes a good look at electric equipment from the points of view of costs, efficiency and potential in the marketplace, so please take a look.

And our annual "Interviews with Software Manufacturers" covers some

important ground as well. The article was a bit too early to discuss *Threads* but participating software suppliers do talk about how the integration of the various systems users have operating in their rental companies can be better integrated – in other words your telematics system, your accounting software, your point of sales at counter, your shop – how to bring it all together. Software providers are taking steps to make them integrate more easily.

And they talk about Artificial Intelligence. Whether we like it or not, and in some ways probably most of us find this topic a bit scary, but AI is here, and we'll be delving into it in greater depth in an upcoming issue later on this year.

I hope we've given you some topics to think about, even if we do distract you from writing or reading on *Threads* or *Twitter*. And I hope that we do. Because while social media has a place in the world of business and in helping us stay connected with friends and colleagues, I don't want to see its influence take the place of common sense or intelligent analysis of important issues or trends that require communication, reflection and thought. We still have brains so let's use them. And just clicking "like" doesn't take the place of real communication.

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





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

## **Speedroter 92R®**

Make drain cleaning easier with General's Speedroter 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 Speedroter 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**



## Sunbelt Rentals Acquires 50 Rental Companies During its Fiscal Year 2023

**FORT MILL, S.C.** – During the recent fiscal year ended April 30, 2023, Sunbelt Rentals acquired 50 companies for a total cash consideration of \$1,061.3 million, with an additional \$21.9 million in contingent consideration, for a total of \$1,083.2 million.

Sunbelt Rentals U.S. made 38 acquisitions, Sunbelt Canada made seven and Sunbelt U.K. made five.

In the fiscal fourth quarter, from February through April 2023, Sunbelt acquired 12 companies:

On Feb. 7, 2023, Sunbelt U.S. acquired the business and assets of Key Rentals Group LLC and TBG Equipment LLC, a specialty business operating in Montana. On Feb. 17, Sunbelt U.S. acquired the business and assets of West Ashley Tool & Rental LLC, a general tool business operating in South Carolina.

On Feb. 21, Sunbelt U.S. acquired the business and assets of C2 Equipment Rental LLC, a general tool business operating in Florida. The next day, Feb. 22, Sunbelt U.S. acquired the business and

assets of BigSky Rents & Events, a general tool business operating in Montana.

On Feb. 28, Sunbelt U.S. acquired the entire share capital of Bullet Rentals & Sales, a general tool business in Oregon.

On March 1, Sunbelt Canada acquired the entire share capital of Ottawa Rental & Supply Ltd., trading as Ontario Rental & Supply. ORS is a general tool business operating in the province of Ontario.

On March 3, Sunbelt U.S. acquired the business and assets of Ned R. Werbe Inc., trading as A Rental Service Co., a general tool business operating in Indiana.

On March 15, Sunbelt U.S. acquired the business and assets of Double D Rentals, a general tool business operating near Riverside, Calif. Fred Hageman of Rental Business Advisors represented Double D Rentals in the transaction. Also on March 15, Sunbelt U.S. acquired the business and assets of Equipment Rental Options Company LLC. ERO is a general tool business operating in Pennsylvania.

On April 12, Sunbelt U.S. acquired the business and assets of R&R Group LLC, a general tool business operating in Washington, which in turn had recently acquired the assets of A-1 Rental Inc., a two-location equipment rental company located in Rexburg and Idaho Falls, Idaho. Hageman of Rental Business Advisors represented R&R Group in the transaction.

On April 21, Sunbelt U.S. acquired the business and assets of Advantage Tool Rental, a general tool business operating in Indiana.

On 26 April 2023, Sunbelt U.S. acquired the business and assets of Elms Equipment Rental Inc. and an affiliated company, Quintet Leasing Inc. Elms is a general tool business operating in California.

Going back to fiscal first quarter, as previously reported in *RER*, Sunbelt made the following acquisitions:

- May 5, 2022: Sunbelt U.K. acquired Movietech Camera Rentals and Movietech Cymru Ltd.
- May 13, Sunbelt U.S. acquired Filmerks, North Carolina;
- May 20, Sunbelt U.S. acquired Mashburn Equipment LLC, Georgia;
- June 1, Sunbelt Canada acquired MacFarland's Ltd., Nova Scotia and New Brunswick;
- June 8, Sunbelt U.S. acquired Amos Metz Rentals & Sales, California;
- June 29, Sunbelt U.S. acquired George's Tool Rental, Pennsylvania;

**A Sunbelt Rentals scissorlift at work. The company acquired 38 companies in the U.S., seven in Canada and five in the U.S.**

Photo by Sunbelt Rentals





- July 7, Sunbelt U.K. acquired PKE Lighting Holdings Ltd.;
- July 13, Sunbelt U.S. acquired Milford Rent-All, Maine;
- July 15, Sunbelt U.S. acquired R&N Tool Rental, Indiana;
- July 20, Sunbelt U.S. acquired Power Equipment Rentals, Utah;
- July 22, Sunbelt U.S. acquired Hamar Contractors Equipment, Pennsylvania;
- July 28, Sunbelt U.S. acquired A-V Equipment Rentals, California;

#### **Fiscal second quarter acquisitions**

- August 2, Sunbelt Canada acquired Compact Rentals, Alberta;
- August 3, Sunbelt U.S. acquired Rental Country Inc., New Jersey;
- August 10, Sunbelt U.S. acquired R.J. Lalonde Inc., California. Dan Conway of Kraft Partners represented LaLonde Equipment in the transaction;
- August 24, Sunbelt U.S. acquired Alaska Pacific Rental LLC, Alaska;
- August 31, Sunbelt U.K. acquired Optimum Power Services Ltd., U.K.
- Sept. 1, Sunbelt Canada acquired Flagro Industries Ltd., Ontario;
- Sept. 1, Sunbelt Canada acquired Xtreme Rentals Ltd., Alberta;
- Sept. 16, Sunbelt U.S. acquired Tel-Power Tool & Equipment Rental, Pennsylvania;
- Sept. 21, Sunbelt U.S. acquired Rent Mart Inc., known as Absolute Equipment, Pennsylvania;
- Oct. 3, Sunbelt U.K. acquired Media Access Solutions Ltd.;
- Oct. 5, Sunbelt U.S. acquired BiltRite, Texas;
- Oct. 11, Sunbelt U.S. acquired Comeback Rentals LLC, South Carolina;
- Oct. 12, Sunbelt U.S. acquired Pinellas Rental Center, Florida;
- Oct. 19, Sunbelt U.S. acquired Meco Miami, Florida;
- Oct. 26, Sunbelt U.S. acquired Heater Rental Services, Minnesota;

#### **Acquisitions continuing into the fiscal third quarter**

- Nov. 1, Sunbelt Canada acquired Modu-Loc Fence Rentals LP; and Sunbelt U.S. acquired Modu-Loc USA, Texas;
- Nov. 4, Sunbelt U.S. acquired Iron Oak Energy LLC and Spoonbill Logistics LLC, Louisiana;
- Nov. 9, Sunbelt U.S. acquired Wagner Rental & Supply Inc., Ohio and Kentucky;
- Nov. 10, Sunbelt U.S. acquired Oxtwo Equipment Sales LLC, South Carolina;
- Nov. 16, Sunbelt U.S. acquired Ohio Rental, Mt. Vernon Inc. and Ohio Rental of Johnstown Inc., Ohio;
- Dec. 2, Sunbelt Canada acquired Studio City Scaffold Ltd., Toronto, Vancouver and Los Angeles;
- Dec. 7, Sunbelt U.S. acquired Portable Air LLC, a specialty business operating in Florida, Texas and Louisiana;
- Dec. 8, Sunbelt U.K. acquired Alpha Grip;
- Dec. 14, Sunbelt U.S. acquired Diamond Rentals, Washington;
- Jan. 12, 2023, Sunbelt U.S. acquired Lift Works Inc., Illinois;
- Jan. 18, Sunbelt U.S. acquired Straight Up Equipment LLC, Ohio.

## **Europe's Multinational Boels Rental Acquires Companies in Norway, Sweden and U.K.**

*SITTARD, Netherlands* – European rental giant Boels Rental recently acquired companies in Norway, Sweden and the United Kingdom. Boels, headquartered in Sittard, Netherlands, acquired the Norwegian company BAS Maskinutleie, making its Nordic subsidiary Cramo one of the leading rental companies in Norway.

“A leading market position is important to increase resilience and to leverage future growth,” said Pierre Boels, CEO of Boels Rental. “It is our aim to have a top-three position in all our markets.”

BAS Maskinutleie is a Norwegian rental company, established in 2008 as part of Backe. It serves the construction market from eight geographically spread locations. BAS Maskinutleie is known for its wide range of equipment, extensive rental services and comprehensive expertise.

Eirik Gjelsvik, Backe CEO, is pleased with the acquisition process and perspectives. “Both companies complement each other well,” he said. “As part of Cramo, BAS Maskinutleie will benefit from the resilience and long-term growth strategy of its new owner.”

Cramo, part of Boels Rental, has leading market positions across Scandinavia. This acquisition is an important step for Cramo Norway.

“BAS Maskinutleie is a well-established company that not only adds equipment and locations to Cramo Norway, but above all new competencies and expertise,” said Cramo CEO Martin Holmgren. “We can now build on two solid structures, the combined strength of which will add value to our Norwegian customers.”

Boels group also acquired two rental companies to expand its specialist rental divisions in Sweden and the United Kingdom. Boels acquired KraftX AB, a specialist in power rental and backup power for industrial, construction and infrastructure sites and electric power distribution. KraftX AB will become part of Cramo in Sweden. Also, Boels acquired Illumin8, a leading UK light tower rental specialist.

The acquisition of KraftX complements Cramo’s capabilities in terms of both products and expertise in a business area that is growing in importance for the company.

“The acquisition of KraftX is an important part of our continued growth journey,” said Henrik Norrbom, managing director, Cramo Sweden. “We have a long-standing and successful relationship with KraftX where our different abilities complement each other in a number of different projects and commitments. Together we can offer the market an even better range of products, expertise and sustainable productivity solutions.”

KraftX operates nine branches and serves customers all over Sweden.

### Expansion of lighting tower offering in UK

Illumin8 is a lighting tower specialist with customers across varied industries such as construction, events, civil engineering, rail, and television and film production. Asif Latief, managing director, Boels Rental UK, said: “We are very happy to welcome Neil Fenwick and the Illumin8 team to the Boels family. Boels has worked alongside Illumin8 for a number of years on



**Boels’ Cramo subsidiary continues its expansion in Scandinavia with new acquisitions.**

Photo by Boels Rental

very high-profile projects and events, and their product range, expertise and service levels are second to none.”

Illumin8 has forged a reputation built on providing high quality products and customer service and this culture fits perfectly with Boels’ principles, the company said. With the acquisition of illumin8, Boels can now add lighting tower rental to its UK specialist divisions.

Boels Group aims to scale up its market positions by offering a continuously expanding one-stop-shop solution to its customers. That includes general rental and specialist rental solutions.

“Acquiring expertise, fleet and market share is important to scale up our business,” added Boels. “Both internally for economies of scale and externally by adding value to our customers.”

Boels Rental has a network of more than 730 branches in 19 countries. According to *International Rental News*, Boels is the fourth largest rental company in Europe and the ninth largest in the world.

## Rental Equipment Investment Corp. Makes Acquisitions in Alberta and Colorado

**KALISPELL, Mont.** – Expanding multi-regional rental company Rental Equipment Investment Corp. recently acquired a provider of specialty rental solutions for the oil & gas and industrial sectors in Canada as well as an aerial equipment rental and sales company in Colorado.

REIC, a portfolio company of Kinderhook Industries LLC acquired Midstream Equipment Corp., founded in 2015 and headquartered in Calgary, Alberta. The two acquisitions are the sixth and seventh REIC has made under Kinderhook’s ownership and 18th and 19th since the company began.



“We are excited to welcome the Midstream team to REIC,” said Kevin Fitzgerald, CEO of REIC. “Midstream’s product offering and technical knowledge lead the market and we look forward to helping Kyle Twa and Jay Formenti grow the business.”

Twa and Formenti (co-presidents of Midstream) said, “We are looking forward to leading Midstream to the next phase of our growth and we are delighted at the opportunity to join the REIC / Kinderhook portfolio. Increasing our access to the additional resources of REIC will help scale our business and, most importantly, continue to service our customers.”



## Québec's Lou-Tec Acquires Aerial Rental Specialist MKS Équipements

**JONQUIÈRE, Québec** – Lou-Tec, a leading equipment rental company in the province of Québec since 1979, is continuing its growth strategy by acquiring MKS Équipements, a company specializing in lifting and handling equipment in JonquiÈre. This acquisition, the third for Lou-Tec in less than a year, will allow the company to serve a new clientele in the Saguenay Lac-Saint-Jean region, thus strengthening its position in the tool and equipment rental industry in Québec.

Lou-Tec acquired AccÈs Location+ in June 2022, and YEP Location D'équipements in December.

MKS Équipements has grown steadily since its founding in 2016 and has built an excellent reputation in the Saguenay region, the company said. Its success is based on its service and the strong relationships it has created over the years. This transaction allows Lou-Tec to add qualified employees to its team and to have a strategic point of service to develop this new territory. The branch will continue its work as MKS équipements and eventually become known LOU-TEC Elevation.

"We are pleased to welcome MKS Équipements team to Lou-Tec," said Jean-Marc Dallaire, president and CEO

of Lou-Tec. "Our two companies share the same vision to offer personalized customer service and a desire for continuous improvement. We have already had the opportunity to collaborate on many occasions for requests from our customers in that sector. This association will be advantageous, enabling us to serve our customers more effectively, helping them carry out projects on construction sites in this booming region."

The advantage for MKS Équipements' current customers will be to have access to a greater diversity of lifting and handling equipment from the largest and newest fleet in the industry in Québec. Now with 28 locations in Québec and Ontario, Lou-Tec expects to offer customers a more complete service on all job sites throughout the province. This transaction is being carried out with the full cooperation of MKS Équipements' current management and employees who will maintain their respective roles and ensure an efficient and gradual transition. Marco Simard, president of MKS Équipements, will continue to supervise the Saguenay branch in addition to holding the position of regional sales manager at Lou-Tec.

"Lou-Tec is a standard in the field of equipment rental in Québec and we are delighted to partner with a solid and innovative company to strengthen our competitiveness and growing demands in the Saguenay region," said Simard.

Experiencing rapid growth, Lou-Tec remains on the lookout for opportunities to realize the company's vision of becoming a major player in the equipment rental industry across Canada. The company is supported by financial partners, Sagard Private Equity Canada, Walter Capital Partners, Investissement Québec, BDC Capital's Growth Equity Partners and the Fonds de Solidarité FTQ, to support its expansion into new territories as well as various projects that will allow it to stand out from the competition, particularly in terms of technology.

Groupe Lou-Tec, based in Anjou, Québec, is No. 22 on the RER 100.



**Lou-Tec president Jean-Marc Dallaire, left, welcomes Marco Simard, president of MKS Équipements.**

Photo by Lou-Tec

"The acquisition of Midstream further enhances REIC's specialty rental offering," said Paul Cifelli, managing director, Kinderhook. "We are eager to partner with Midstream's experienced management team who have deep sector expertise and a long history of growing businesses in this market."

Headquartered in Brighton, Colo., Aim High Equipment Rental Inc. is an aerial equipment rental, sales, and service company, providing equipment in the Denver metropolitan area.

"Aim High has established a strong reputation of providing high quality rental equipment and services that will fit seamlessly with our existing geographic footprint for our General Rental Division," said Fitzgerald. "The addition of this location in Colorado will enable us to better serve our customers with additional equipment."

Amy Sepin, owner of Aim High, said, "We are elated to complete the sale of the company to REIC. Our combined teams have a common mission of providing exceptional services, and our customers and employees will benefit tremendously."

"Aim High is a highly strategic acquisition for REIC, expanding the density of REIC's existing footprint. We are excited for REIC to continue its acquisitive track record as a partner of choice in the ongoing equipment rental industry consolidation," said Cifelli.

The Stansberry Firm represented Aim High in this transaction.

Rental Equipment Investment Corp. is No. 31 on the RER 100.

### Québec's Location D'outils Simplex Acquires Ontario's Skytec Rentals

**HAMILTON, Ontario, Canada** – Simplex Equipment Rental, a family-owned aerial equipment rental company better known as Location D'outils Simplex in its native Québec, has acquired Skytec Rentals Inc., a privately owned equipment rental company also specializing in aerial equipment. Skytec is located in Hamilton, Ontario. The acquisition is the largest in the 116-year history of Simplex, and lays the groundwork for the company's expansion into the province of Ontario.

Skytec was founded in 2012 by equipment rental experts that had more than 20 years of experience in the field. Skytec is expanding rapidly and employs around 40 people. It is recognized for its customer-centric approach and respect for people. Its customers operate in a wide range of sectors, including construction and industry. It offers products manufactured by Genie, JLG, MEC and Skyjack and continues to expand its equipment inventory. Skytec serves what's known as the "golden horseshoe" region, including the cities of and areas around Niagara Falls, London, Toronto, Barrie, Georgetown, Orangeville, Peterborough, Oshawa and Belleville, Ontario.

"We are very proud of this acquisition not only because Skytec is a very well-run company, but also because we share with its team common values and a business vision focused on customer needs and employee well-being," said Euclide Veronneau, president of Montreal-based Simplex. "This transaction is in line with our development plan, which

includes acquisitions. It will certainly help strengthen our leadership position in the Canadian tool and equipment rental market, accelerate our growth in Ontario and provide our customers with a superior product offering."

"From the very first meetings, the chemistry was quickly established," said Frank Tam, CEO of Skytec Rentals. "We're very excited to be joining Simplex and combining our strengths with a team that's like us and that's respected in the Canadian industry. We are convinced that this transaction will be beneficial not only for our two organizations but also for companies looking for specialized equipment."

Simplex said it intends to capitalize on the strong growth potential of the construction sector and many other industries in Southern Ontario and the Greater Toronto Area, one of North America's largest markets. The company is also looking to expand its presence in the major events and film industries. Simplex is already very active in those sectors in Québec.

With the completion of this transaction, Simplex has become the 100-percent owner of Skytec. It has said it has no plans to change Skytec, which will retain its brand name because of its strong reputation in its market area. All jobs are being maintained, it said, and Simplex plans to make several new hires to support Skytec's growth.

Based in Montreal, Location D'outils Simplex is No. 55 on the RER 100, with about 40 branches in Québec.

### Herc Rentals' 2023 Corporate Citizenship Report Shows Strong Environmental and Social Progress

**BONITA SPRINGS, Fla.** – Herc Holdings Inc. released its 2023 Corporate Citizenship Report, highlighting Herc Rentals' progress on its Environmental, Social and Governance (ESG) strategy. The report demonstrates Herc Rentals' commitment to responsible ESG operating practices built upon a strong cultural foundation, a safety-first protocol, and a target-based approach to reducing the environmental impacts of its business activities.

"Our commitment to environmental stewardship and maintaining an inclusive and respectful workplace has long been part of Herc Rentals' culture," said president and CEO Larry Silber. "I am pleased to report progress across our ESG priorities and a framework for our continued efforts to integrate sustainable and socially responsible practices across our operations and our supplier and customer relationships. This commitment is evident throughout our business."

Key highlights detailed in Herc Rentals' 2023 Corporate Citizenship Report include:

- Reduced Scope 1 and 2 greenhouse gas (GHG) emissions intensity by 17 percent from 2019 baseline, achieving 70 percent of the company's goal of a 25 percent reduction by 2030.
- Reduced non-toxic waste to landfill intensity by 20 percent from 2019 baseline, achieving 80 percent of the company's goal of a 25-percent reduction by 2030.

- A continued trend of annual safety improvement with a 2022 Total Recordable Incident Rate of 0.52, representing progress towards the company's 2030 target of 0.49 or less.
- An improved employee Net Promoter Score (eNPS) for the fourth consecutive year, achieving a 2022 eNPS of 34.3 percent, an increase from 27.6 percent in 2021.
- The launch of a new Voluntary Paid Time off program in 2023 to support the company's 6,700 employees in volunteering in their communities.
- Adoption of a new and expanded supplier survey in 2023 to ensure the company's supply chain meets high standards of environmental and social responsibility.
- Recognition as one of Newsweek's Most Responsible Companies; earning the EcoVadis Silver Award for quality in sustainability management; receiving a Military Friendly Employer Gold designation; and becoming Great Place to Work Certified in Canada.

To view the 2023 Corporate Citizenship Report, visit <https://ir.hercrentals.com/sustainability>. **RER**



**Herc CEO Larry Silber believes in strong environmental stewardship and an inclusive workplace.**  
Photo by Herc Rentals



# A NAME YOU KNOW.

# A PRODUCT YOU TRUST.



Super T Series®

10 Series®

S Series® (Slimline)

S Series® (Widebase)

Being the best in the game starts with a product you can trust. Our full lineup delivers the performance you need to get the job done. Whether you need heavy-duty, solids-handling trash pumps or high-head, high volume dewatering pumps, our products are engineered to get you from job to job — fast.

Call Gorman-Rupp at 419-755-1011 or visit [GRpumps.com](http://GRpumps.com) to find a distributor near you.

**GO WITH A NAME YOU KNOW.  
GO WITH GORMAN-RUPP.**



*The Pump People®*

# Interviews with Software Manufacturers: **CONNECTED ASSETS**

Simplifying and integrating procedures, the influence of artificial intelligence, and partnering with the customer, are just a few of the topics on software suppliers' minds.

BY MICHAEL ROTH

## **PARTICIPANTS:**

**Patrice Boivin**  
CEO  
Orion Software

**Mary Crosslin**  
co-president/chief operating officer  
Alert Rental

**Matt Hopp**  
general manager  
InTempo Software

**Adam Kropf**  
head of product development  
Texada Software

**Joe Lewis**  
CEO  
Fame Rental

**Larry Miller**  
vice president of business  
development for rental  
and service industries  
Sycor Americas

## **RER: What have been the most important achievements of your software in the past year?**

**BOIVIN:** This year, the focus has been on two very important market segments: the scaffolding and distributor features. First, we added a full set of features to manage the standard fixed quoted price for the construction industry. It allows users to prepare a quote with a fixed price and billing by stage with extra claims. Second, we added more features to better serve distributors for selling, financing and servicing equipment. We now have advanced functions to manage the maintenance of customer-owned equipment with the lifetime maintenance schedules in the shop and onsite. With these additional features, Sirius is an ERP that can manage rental, distribution and services with specific features in all the market segments of the construction industry.

**CROSSLIN:** We are most excited about Rover – our mobile app. It has been enthusiastically received by our clients and is helping many of them become more efficient in the yard when out-bounding contracts and streamlining the check-in process.

**HOPP:** We've been developing a true connected assets platform that helps independent rental companies level the playing field with national



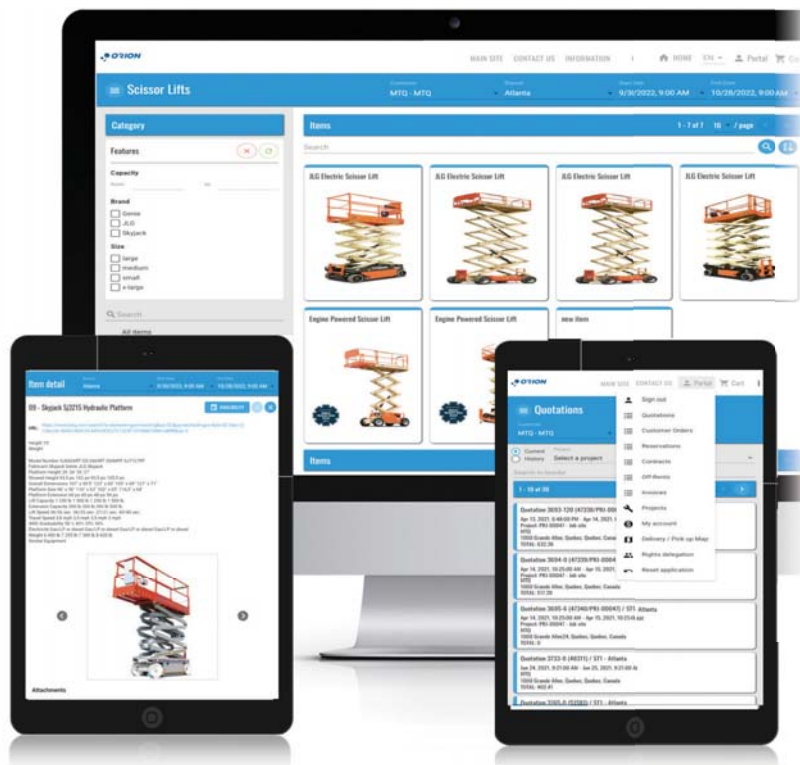
chains that have historically been at the forefront of the telematics space. Our solution, InTempo MX, goes beyond “dot on a map” location and usage data. It puts this data alongside customer, contract, jobsite, and service/work order data to support faster-than-ever decision making.

For instance: service managers can look on a map and see which machines in a particular city are coming due for preventive maintenance. They can then send field technicians to go complete the PM work without having to manually track each rental asset’s assigned schedule. (This can be hugely time-consuming for companies with fleets of several hundred categories/classes of equipment.) Similarly, managers can spot machines that are due for return but not yet scheduled for pickup, or those that are overdue for pickup, quickly resolving delays that could otherwise cost them critical rental revenue.

**KROPP:** Texada has delivered a new generation of counter operations with a whole new experience for counter operators to be able to start creating contracts within minutes of logging in for the first time. These are available to you regardless of whether they are at a desk or in the field.

Texada has expanded our solutions to the heavy equipment industry by acquiring Logimove for best-in-class mobile inspections, and Uptake Cloudlink business for CRM and equipment service management. With these acquisitions, we have added new components to the platform, which integrate equipment dealers’ and rental companies’ back offices with their service operations, their sales operations and e-commerce.

**LEWIS:** Our FameAir platform is new and revolutionary in almost every sense. We have devoted ourselves to making it both comprehensive and stable, and that is a game-changer for the rental industry. Fame Rental is a fully integrated ERM system that connects everyone in a rental company in real time — with rental equipment (assets) being at the center of the universe. For all that we have accomplished in the past two years, we are just getting warmed up! Stay tuned.



**MILLER:** Sycor.Rental has received some major upgrades in the past year:

- **Dispatch Board**  
The old DispoControl functionality has been replaced with a new Graphical Dispatch Board. This view provides equipment to be listed in a left/vertical column with an adjustable calendar across the top from left to right. The calendar is scalable from a day to a year. Equipment rentals are blocked out on the calendar that can be color-coded. They show active rental as well as transport times, repair down time, etc. Multiple filters can be deployed to show different views including equipment locations/branches.
- **Transportation Module**  
The Transportation Module has been upgraded to improve usability and flexibility. Equipment can be managed though customer pickup, company delivery or third-party delivery. Trailers are identified that allow multiple orders to be loaded for scheduled drop off.
- **Mobile**  
The Sycor.Rental Mobile App continues to gain more functionality so that it is usable for yard equipment picking, driver delivery and drop off, and equipment service.

**Orion Software's shopping cart and web portal. The technology must be modern and able to constantly upgrade to the newest version of infrastructure systems, says Orion's Boivin.**  
Graphic by Orion Software



Alert's Rover mobile app is helping many of them become more efficient in the yard when out-bounding contracts and streamlining the check-in process.

Graphic by Alert Rental

### What have been the most important advancements in capabilities, i.e., enabling rental companies to improve their efficiencies?

**BOIVIN:** Rental efficiency is very much dependent on speed to get equipment back on rent. The utilization of equipment is the most important performance indicator that has a direct impact on profitability. Our solutions are focused on utilization. To achieve success, every step in the process needs to be under one system that can handle dispatching, maintenance, inspections and returns very efficiently. Our Utilization Dashboard is the key tool to see opportunities for improvements in real-time. It's an actionable board that provides insights on any given piece of equipment to increase utilization. We believe that with this feature, rental companies can improve their profits as a percentage of revenues by more than 25 percent.

**CROSSLIN:** At Alert, we think that the expanding synergies between technologies and tech partners is the best way rental companies will leverage functionality and level-up efficiencies. Rental stores in every market and every part of the world are dealing with some of the same challenges – at its core: how to do more with less. That means, more than ever before, embracing technology to reduce friction for their clients to do business with them and automate

wherever possible. You can see that in the integrations that Alert has invested in with companies like Easy RFID, DPL, and Zoho in the last year, as well as enhancements to tools within Alert such as Document Center, Dispatch Dashboard, and our web services offerings of e-Commerce and Customer Portal.

Further, we have expanded our service offerings to the rental industry beyond offering turn-key websites to add Alert Virtual Accounting – both of which are services offered to rental operations regardless of the rental software they use. Rental stores are realizing that their rental software ERP is the hub for all their technology.

Everything ties into that tool: from GPS, RFID, CRM, and accounting to their website.

**HOPP:** Connected assets have been the key to the most impactful recent improvements. Telematics certainly isn't new, but our integrated approach is. Rental companies no longer have to track down various data points from multiple systems of record. If they're running a mixed fleet, they can have all the data streams in one place; similarly, they don't have go back and forth between their telematics system and their core rental software to figure out which asset corresponds to which customer or jobsite when they're writing a new contract or scheduling a pickup.

**KROPF:** Rental companies using Texada can now easily complete check in and out inspections from their mobile devices, spot equipment damages by customer, count inventory, and manage hourly employees' time clocks.

Some of the benefits include: Damage detection, which reduces customer disputes, and increases the chances of customers being willing to own and pay for damages. Inventory count through scanning QR/barcodes and managing a digital counting process which reduces or eliminates inventory count errors during audit. Time clock functionality is a feature that enables workers to digitally punch in and out and delivers accurate payroll / customer billing of services.



# YOUR COMPLETE

## rental management solution



Equip your team for success with a solution that  
integrates your entire business



Deliveries & Pickups



Inventory Management



Service & Maintenance



Rental & Sales



eCommerce



Accounting



Reporting & Analytics



Secure Payments



Enhanced Inspections

Speak with an Expert



[texadasoftware.com](http://texadasoftware.com)  
[success@texadsoftware.com](mailto:success@texadsoftware.com)  
1-800-361-1233

A proud member of

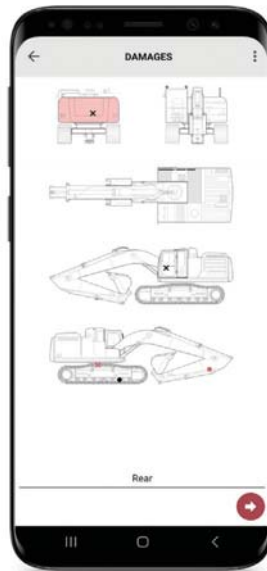


**LEWIS:** Our most significant advancement with the Fame Rental database platform is that all operational tasks for a rental company can be pulled together into one seamless, real-time, paperless source. Using FameAir's web platform, for example, a rental ticket is captured at the counter, a 'pick, pack, deliver' task is created for the team in the yard, inspections are performed, photos are taken and saved, and the customer's signature is obtained. The ticket goes "on rent," with every function performed in a seamless, paperless process.

Even the exceptions and unexpected are covered with Fame Rental. For example, if during the inspection you find that an asset is determined to not be rent-ready, a repair work order is immediately generated, and that unit is marked as unavailable.

**This question is not so much "What are your next products?" as much as "Where does your software go in the next few years?" or perhaps better asked, "What are customers expecting in the next level of software?"**

**BOIVIN:** The trend that we see from customers is to get one integrated software (ERP) with the modern technology. They want to improve rental efficiency, reduce administrative tasks



**The ability to complete check in and out inspections from mobile devices, spot equipment damages by customer and count inventory can enhance efficiency.**  
Graphic by Texada Software

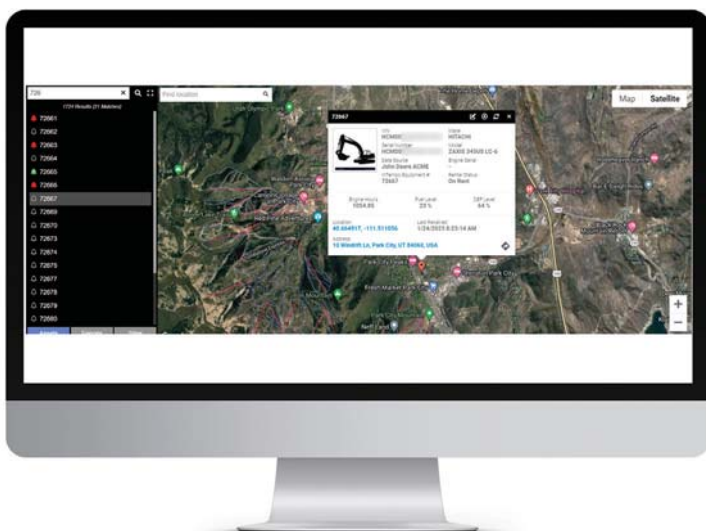
and provide a platform for e-commerce, all in one system. Customers want a software that is proactive with alerts and insights and that is saving employees' time. The technology behind it must be modern and able to constantly upgrade to the newest version of infrastructure systems. This way, they know that whatever changes come, they will be able to meet the challenges for decades.

**CROSSLIN:** I'm not sure there is one 'direction' that our software is heading, but I can say one emphasis will be hyper-automation. What can we take off the shoulders of the rental store staff to free them up to do what they do best? This will involve additional web services, more functionality with our mobile tools, new ways to provide training, more ways to share data, and even more business services. We plan to continue to work with our clients to be a technology partner rather than a software vendor.

**HOPP:** Expectations for a seamless user experience are higher than ever. If a process requires 10 different clicks across four different applications, it's never going to be done the way it was originally intended. Processes need to be simple to be scalable. That's one of the reasons we've been involving our customers so heavily in the development of the InTempo MX platform. We want it to be so intuitive that a brand-new employee can figure out where they're supposed to go the first time they open up the program.

Of course, the other side of that thought process is the knowledge that no two companies have the same needs or the same processes. That's why we're keeping the platform flexible enough to support any unique approach. Users can configure custom dashboards (even for different departments within the same organization) to make sure they're getting the right data to the right people at the right time. (That isn't just limited to people within their organization; they can also share that data with their own customers, letting renters get crucial information whenever

**InTempo MX goes beyond "dot on a map" location and usage data, putting the data alongside customer, contract, jobsite, and service/work order data to support faster decision making.**  
Graphic by InTempo Software





# Empower Your Rental Business with Advanced Capabilities and AI Potential

- Comprehensive Financial Management
- Seamless Supply Chain Integration
- AI-Driven Possibilities
- Scalable and Flexible Solution
- Trusted Security and Compliance



Contact us today and discover how Dynamics 365 and *Sycor.Rental* can revolutionize your business.

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

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

Item #	Customer Name	Address	Ticket Type	Status	Start Date	Estimated Date	Ordered By
1001	ABC Equipment Corporation	1234 Main Street, New York, NY 10001	Rental	On Hand	01/01/2022	01/01/2022	Brad Thompson
1002	ABC Equipment Corporation	1234 Main Street, New York, NY 10001	Rental	On Hand	01/01/2022	01/01/2022	Brad Thompson
1003	ABC Equipment Corporation	1234 Main Street, New York, NY 10001	Rental	On Hand	01/01/2022	01/01/2022	Brad Thompson
1004	ABC Equipment Corporation	1234 Main Street, New York, NY 10001	Rental	On Hand	01/01/2022	01/01/2022	Brad Thompson
1005	ABC Equipment Corporation	1234 Main Street, New York, NY 10001	Rental	On Hand	01/01/2022	01/01/2022	Brad Thompson
1006	ABC Equipment Corporation	1234 Main Street, New York, NY 10001	Rental	On Hand	01/01/2022	01/01/2022	Brad Thompson
1007	ABC Equipment Corporation	1234 Main Street, New York, NY 10001	Rental	On Hand	01/01/2022	01/01/2022	Brad Thompson
1008	ABC Equipment Corporation	1234 Main Street, New York, NY 10001	Rental	On Hand	01/01/2022	01/01/2022	Brad Thompson
1009	ABC Equipment Corporation	1234 Main Street, New York, NY 10001	Rental	On Hand	01/01/2022	01/01/2022	Brad Thompson
1010	ABC Equipment Corporation	1234 Main Street, New York, NY 10001	Rental	On Hand	01/01/2022	01/01/2022	Brad Thompson

All operational tasks for a rental company should be pulled together into one seamless, real-time, paperless source. Graphic by Fame Rental

they need it.) That extra value-add takes our connected assets platform to the next level.

**KROPF:** Customers are expecting their software to meet them anywhere, therefore software providers must offer mobile, SaaS, and web-based applications. They will also be looking for an integrated platform, where all of their tools and systems are accessible in one place -- one admin panel, one login, one platform. Enhancements in AI will likely be table stakes.

CONNECTED ASSETS PLATFORM

COMBINE RENTAL DATA WITH  
TELEMATICS DATA FOR  
REAL-TIME INSIGHTS

• LOCATION DATA

• USAGE DATA

• CUSTOMER DATA

• JOBSITE DATA

EVERY MACHINE. EVERY  
STATUS. ALL ON ONE  
PLATFORM.

INTEMPOSOFTWARE.COM

In rental, insights like predicting customer behavior and knowing when to upsell will be some of the big wins that AI brings to our customers.

Last but not least, reporting and analysis will be just as important as other functionalities. It will be easier to visualize and identify trends, make better operational decisions using data, and get continuous feedback from customers.

**Lewis:** Our customers want all business functions neatly integrated, including outside web services. A good example is sales tax compliance. As an option, Fame Rental can seamlessly integrate with Avalara, the leader in this space. There are so many more functional areas like this, and we see Fame connecting to any industry best practices, seamlessly integrating the Internet of Things into everyday functions.

**MILLER:** As AI takes center focus, Microsoft is incorporating Copilot into their product line including Dynamics 365. Sycor will leverage this functionality for equipment availability/forecasting as well as predictive maintenance.

I'm sure you keep your eye on software developments in the world beyond this industry. What are some of the developments or trends in software that you've noticed in other industries that you admire, whether or not they are relevant to the rental industry?

**BOIVIN:** The evolution of Dot net from Microsoft offers opportunities to improve speed and security. By updating to the latest versions, we can provide more information in the same screen at a high speed. The security risks are clearly demonstrating that the cloud is the way to go with software hosting.

**CROSSLIN:** Some of the most interesting things happening in software and technology right now revolve around expanding the immersive experience. How things like AI and extended reality (XR) can be fused with machine learning to optimize how technology is delivered and applied to training and deployment of software. Anything that expedites getting software installed and implemented more quickly, with training happening more efficiently will be a boon to our industry.

**HOPP:** Simplicity of workflow within applications and seamless integration between applications



are trends we focus on. Primarily we look at the applications we use internally and in our personal lives to identify processes we can emulate in our software.

Whether in banking, shopping, dining, or any other area of the economy, our customers look for an experience that removes as much friction as possible for their customers. Identifying how to communicate with their customers, communicate internally, manage the rental relationship, and manage the payment process are all tasks our customers expect to be simple and seamless.

**KROPF:** This is of no surprise, but artificial intelligence and machine learning has had a significant impact on many industries, including healthcare, customer service, manufacturing and many more. It was impressive how quickly Microsoft adopted AI with the integration of ChatGPT into its platform.

More and more tools will require less development and the power is given to the users who become the creators. Technology becomes a commodity. Predictive technology around people and insights around training of people to reduce safety issues with analytics.

**LEWIS:** What is fascinating about the rental industry is that the process of renting equipment and items is only a fraction of what they do. At the end of the day, they are businesses that need to operate like any other well-run business. That requires “best practice” capabilities for a myriad of business functions, business planning, providing field service and logistics, running a maintenance shop, and much more.

From setting Key Performance Indicators to utilizing practices like Lean Management, various industries — regardless of the business they’re in — can learn so much from each other. A great example of this is how various businesses use web technologies to bring their customers and key

vendors into a digital enterprise. This gives them real-time visibility into those things where they can be better served and can better serve you.

But on the flip side, some trends are concerning and should be acknowledged when crafting a five- or 10-year business strategy. The most unnerving is what I call “fragmenting your business into the cloud.” Running separate and fragmented point solutions for rental management, asset maintenance, field service and logistics, sales, CRM and accounting presents two huge problems.

First, because they are all separate from each other, there is no information sharing between programs. The saying “the left hand does not know what the right hand is doing” gets amplified in this scenario. That’s scary. Second, couple the segmentation with the fact that many or all these business functions are in a shared-



9:55	Quantity
OK	481.00
Repair (internal)	83.00
Repair (external)	160.00
Cleaning	2,361.00
Loss	35.00
Sell to customer	0.00
Back to rental site	8.00
Return to vendor	60.00

**Sycor's mobile app showing how to record the condition of a large return of rental equipment, such as scaffolding pieces.**

Graphic by Sycor Americas

# THE MOST COMPLETE RENTAL SOFTWARE

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

 **Sirius**  
Rental and Distribution Enterprise Solution

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

orion-soft.com

 **ORION** SOFTWARE | TRANSFORM YOUR RENTAL BUSINESS

## **“It will be easier to visualize and identify trends, make better operational decisions using data, and get continuous feedback from customers.”**

**Adam Kropf, Texada Software**

tenet cloud solution. If you look closely, as with almost every cloud solution, you do not own your data. You simply have a level of access to it that is allowed by the provider. It has been said that the most valuable commodity in the world today is data - and you just give yours away. That's doubly scary.

**MILLER:** We believe AI will be a game changer. This technology is being embedded by the majority of ERP manufacturers. It will continue to increase the divide in functionality between the niche rental solutions and those rental solutions like Sycor.Rental that are built on ERP platforms like Microsoft Dynamics 365.

**It seems there is a lot of discussion about artificial intelligence these days – AI is a popular buzzword. Is AI relevant to rental software?**

**BOIVIN:** There are some potential opportunities to change the way we operate rental businesses. For instance, our Utilization Dashboard could be improved by pushing solutions directly to the users instead of providing only the dashboard with analytics. As soon as an equipment is returned, it could immediately propose where it could be shipped to next, considering the specs, the maintenance due, price, location of the customer and other trends.

**CROSSLIN:** The use of AI is everywhere, and this is a conversation that we have been having with our team and our clients over the past few years. The challenge in the rental industry is that there are so many moving parts that impact fulfillment, scheduling, deliveries, etc. that it is difficult to take the 'person' out of the equation. That's not to say that tools that leverage AI aren't already being used in everything from GPS and routing to automated responses and processes from websites, it's already here.

**HOPP:** It is, but in a different way than say, ChatGPT or any of the other currently “buzzy” platforms. A counter rep can't type “write me a rental contract” into an AI program and have it spit out the requested paperwork (at least, not yet!). However, predictive analytics are definitely making certain

decisions easier. For instance, our work order solution helps service managers intelligently prioritize which machines should be scheduled for immediate service based on two factors:

1. Whether it's currently reserved for another customer
2. Whether it's one of the more popular machines in the yard, or whether demand tends for that particular machine tends to be lower

That data is now enabling rental companies to decide which machines to service ASAP and which to service “when they have a free minute,” using the work they do today to generate more rental revenue tomorrow.

**KROPF:** AI as a technology is very relevant to the equipment rental industry as it will help users be more efficient, and make better decisions about their rental operations. Texada is currently using AI to automatically identify when a customer has damaged equipment while it is on rent and piloting with a large rental company who are finding hundreds of previously uncaught damages, enabling them to bill the customer.

**LEWIS:** AI is relevant, and we are very closely tracking its utility for rental companies. My first observation is that AI is driven by data - and it needs lots of it. That is why cloud providers want your data, and why you need to protect yours. Secondly, having been in commercial software for more than 40 years, I have seen countless “popular buzzword technologies” get introduced, get over-hyped by marketing people, and then disappointingly delivered by the tech community.

On the one hand, I fear the extent to which that happens with AI. On the other hand, AI holds tremendous promise. Software companies like Fame Rental must deliver make-sense capabilities.

**MILLER:** Our rental solution is built on Microsoft Dynamics 365. As Microsoft rolls out their ChatGPT-based AI solution Microsoft Copilot, it will be integrated into Microsoft Dynamics 365. You will be able to ask a natural language AI to complete tasks, build reports, and analyze business data from your rental software. **RER**



Register now at [theutilityexpo.com](https://theutilityexpo.com)  
and save 20% with code **PARTNER20**



SEPTEMBER 26-28 | 2023 | LOUISVILLE, KY



# Where the Utility Industry Goes to Grow

The largest and fastest growing trade show for the utility infrastructure and construction industry is back. Experience the latest technologies, innovations and trends through live talks and hands-on demos in our expansive layout.

**1.4 MILLION**

square feet  
of exhibits

**OVER 19,000**

attendees

**32 ACRES**

of equipment  
and services



**F**or contractors considering battery-electric powered equipment, their local rental house will likely be their first stop.

The demand for such equipment is just a trickle now, but as battery-electric costs come down and government incentives (or requirements) ramp up, the market will grow significantly. And rental gives contractors a chance to try before they buy.

#### **Industry leadership**

Canada's largest Cooper Equipment Rentals has an inventory of \$35 million in alternative fuel and energy product solutions. "We bought the first JCB 210 battery-electric excavator at the ARA show in 2019, right off the show floor," says Rod Lentino, director of rental equipment. "We have a dozen of them now."

The next big step for the industry as a whole will be gathering data and making the business case on cost, says Lentino. "We're not quite there yet, but we're certainly collecting

Photo by  
RFerres /  
Shutterstock





telematics data on the use of the machines,” he says. “It’s hard to tell what the cost of batteries will be in the future. I am seeing improved battery quality, run time and charge cycles. But the cost remains to be seen for us.”

Electric equipment should be seen by the industry as more than just a commodity rental, says Lentino. “We need to migrate toward a solution-based partnership with our customers. The data has to be meaningful.” And being able to document these CO<sub>2</sub> reductions is one way Cooper Equipment Rentals can add meaningful information, he says.

Lentino says he’d like to see OEMs producing more battery-electric machines, not just demonstration machines, but models for sale. “I was a bit disappointed with this year’s ConExpo show,” says Lentino. “I was there for the sole purpose of scouting new innovative products, specifically in this space of electrification. I saw a lot of prototypes and concepts, but nothing you could buy.”

### Market to double

From 2023 to 2030 the sales of battery-electric mini-excavators, skid steers and compact track loaders globally could double. That’s the conclusion of a research paper authored by Alastair Hayfield, senior research director at Interact Analysis.

Although the total number of machines right now is small, Hayfield says by 2030 electric

versions could make up 10 to 15 percent of the market. In the United States, 120 of these were sold in 2022. Sales by 2030 are estimated to be at around 11,500 machines per year, he says, with most likely well over a thousand being electric.

### Small-scale regulation

While there are no current federal regulations on CO<sub>2</sub> emissions from heavy equipment, the possibility exists that cities and regions may introduce their own regulations on a smaller scale. “As opposed to a top-down legislated result, it may be tempting for these smaller areas to recreate for off-road equipment what they’re doing with passenger car regulations,” Hayfield says.

London, for example, will ban all diesel vehicles in its city center in 2025 and expand the ban to the entire city by 2050. And it’s within the realm of possibility other big European and North American cities will consider banning diesel-powered construction equipment in their city centers as well, Hayfield says.

### Total cost of ownership

For battery-electric earthmoving equipment, those total cost of ownership numbers have yet to come into focus. But for another category, lift and access equipment, the numbers are well established and look encouraging.

JLG has been making electrified lift and access equipment for more than 20 years.

**Cooper Equipment Rentals’ Rod Lentino says the industry needs to see electric equipment as more than a commodity rental. “We need to migrate toward a solution-based partnership with our customers,” he says.**

Photo by Cooper Equipment Rentals

## AN EARTHMOVING OEM'S TAKE ON ELECTRIFICATION

While electrification has been used in lift and access machines for two decades, earthmoving equipment manufacturers have just begun to explore the territory in the past three to four years.

Case Construction Equipment developed the industry's first commercially available electric backhoe loader for Conexpo 2020 and just launched its first electrified mini excavator, the CX15EV, with several larger models to come soon.

"The rental market is well positioned to serve contractors who are looking to expand their offering and capitalize on the benefits that electrification offers," says Brady Lewis, product manager, emerging products and technology at Case. "Our new EV models will be available to dealers and independent rental businesses to add to their fleets as they are released, provided they make the necessary investment in infrastructure, tooling, PPE and training to safely handle, sell and support these machines."

"The rental segment has an important role to play by giving contractors the opportunity to prove the value EV units have for their business and the jobs they work. In turn, EV models provide rental houses a significant growth opportunity as a premium product that can draw in a new customer base."

### Cost advantages

As has happened with batteries in electric vehicles, the costs on electrified equipment batteries are coming down," says Lewis, thanks to improvements in battery technology and chemistry and increased manufacturing volume. "Many experts in the field see that trend continuing with prices falling over time."

And Lewis thinks that battery life may not be the limiting factor on overall machine life. "There is a perception that batteries and electric components have a limited life span. However, advances in these technologies have extended battery and electrical component life much longer than many would expect — often beyond the useful life of the machine."

### Charging considerations

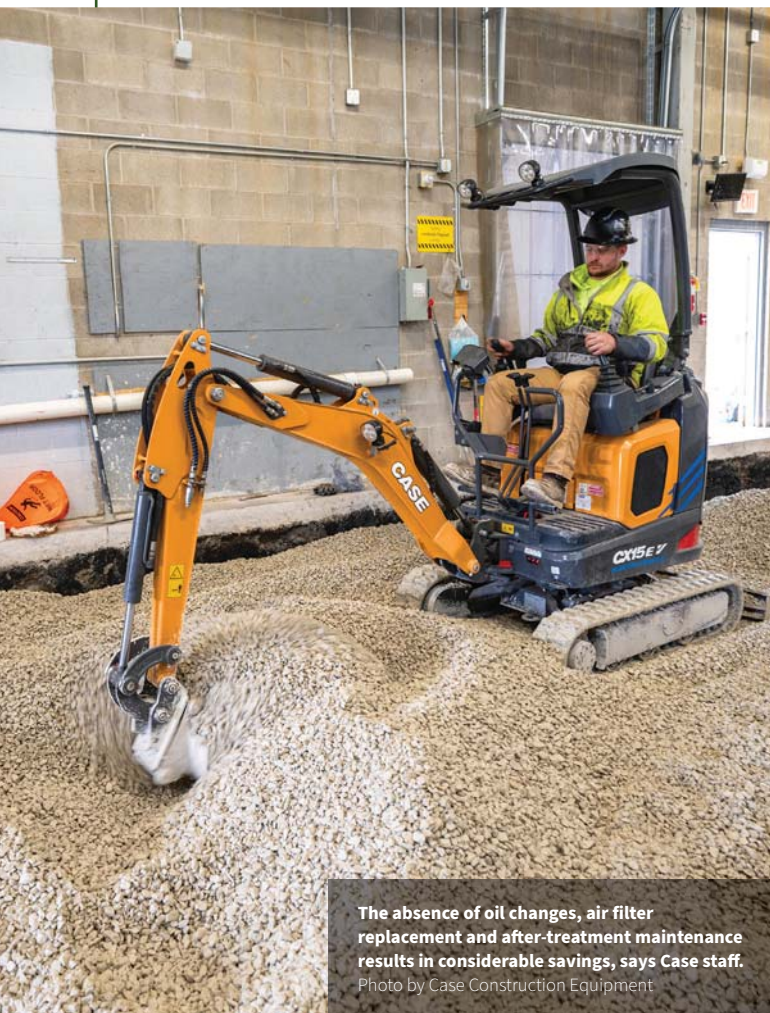
There is a lot of innovation and growth happening in the remote charging technology, says Lewis. With several portable power solutions now available for rent, there's no issue with jobsite recharging. You will soon no longer need grid power to recharge your electric machines.

"In the near term, the compact and sub-compact machines are well suited for electrification because they can be easily transported and charged," says Lewis. "Typical applications for this equipment include indoor operations or supply yards where the machine can be charged on-site. But they're also well suited for jobs further afield because they can easily be loaded on a trailer and returned to the shop for charging."

### Total cost of ownership

EV units require less maintenance and use more affordable power than their diesel counterparts, says Lewis. The absence of oil changes, air filter replacement and after-treatment maintenance results in considerable savings. And electricity is substantially less expensive than diesel.

"All of these factors contribute to a solid return on investment that can offset the upfront cost of an EV unit," says Lewis. "While it's clear that the operating costs of EV units are reduced compared to diesel, the nuances of each application will affect the degree of savings and payoff time," he says.



The absence of oil changes, air filter replacement and after-treatment maintenance results in considerable savings, says Case staff.  
Photo by Case Construction Equipment



Contractors choose to rent this equipment for indoor and environmentally sensitive work primarily because of its clean, quiet operation, says Tim Morris, senior vice president of sales and market development. TCO is the second reason, says Morris, but the benefit is big.

“All-electric scissor lifts can lower overall TCO by 30 to 40 percent, a figure arrived at by reviewing thousands of rental company maintenance records and independent resale value reports,” says Morris. “Any improvement in TCO is a big win for customers. So where electrified products lower TCO, we anticipate we’ll see a continued acceleration in adoption.”

### Plenty of reasons why

“As is the case with other types of equipment, the industry trend is toward electrification,” says Amalija Kopac, Genie senior product manager. “We’re seeing similar application trends for compact telehandlers and, as a result, electric and hybrid power are compelling options because of emissions concerns when equipment is used in confined spaces.”

“Demand for electrified equipment has continued to grow in the last few years,” says Zach Gilmor, Genie product manager. “I think it’s fair to say that we expect demand will continue to rise because, when implemented properly, electrified equipment can perform as well if not better than

diesel equipment with less maintenance and a lower total cost of ownership.”

### Batteries, Charge Time and Range Anxiety

In the last few years, one big concern in the ecosystem is the charging infrastructure, says Bob Begley, director of product management—scissor lifts at JLG.

“How will these machines be charged on-site, particularly in the early stages of construction or in remote locations where power is not readily available? It’s also important to consider when these machines will be charged. Runtime is a big deal to users. Understanding how long a machine needs to run each day to complete the work is essential,” Begley says.

### Mobile power sources

The good news is that promising solutions are emerging. This year Sunbelt Rentals announced a partnership to acquire 600 of Moxion’s new mobile MP-75/600 portable batteries. The Moxion chargers are essentially a self-contained unit of high efficiency batteries that can be trailered to a jobsite and used to power a suite of electric machines for up to a week at a time. When the MP-75/600 starts to run low on juice, the battery management system will alert Moxion or Sunbelt, which will swap it out for a new, fully charged unit.

## ELEVATE<sup>LIVE</sup>

More than telematics.



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

**SKYJACK**  
simply reliable

## NEW BATTERY-ELECTRIC PRODUCTS

### Manitou's battery options cover all uses

At the American Rental Association's annual meeting this year, Manitou launched a new line of electrified telehandlers for the North American market, part of the company's Oxygen line of low emissions equipment.

In addition to maintaining the same performance specs as their diesel counterparts, Manitou says its new line will lower the total cost of ownership while simplifying service and making the jobsite air a little cleaner and less noisy.

The MRT 2260e and the MRT 2660e deliver 13,200 pounds of maximum capacity in a 100 percent electric machine. The 700-volt, 65-kilowatt lithium-ion battery can be supplemented with an optional second battery to double the capacity. And an optional E-Xtra Generator gives the machines hybrid capabilities as well. There is also a "plug-in" mode that allows the machine to operate while connected to the main energy supply when the stabilizers are extended.

The MT 625e is a fixed compact telehandler with a maximum capacity of 5,500 pounds, maximum reach of 19 feet 2 inches, and a maximum outreach of 11 feet 1 inches. Outfitted with either a 25 kilowatt or optional 35-kilowatt

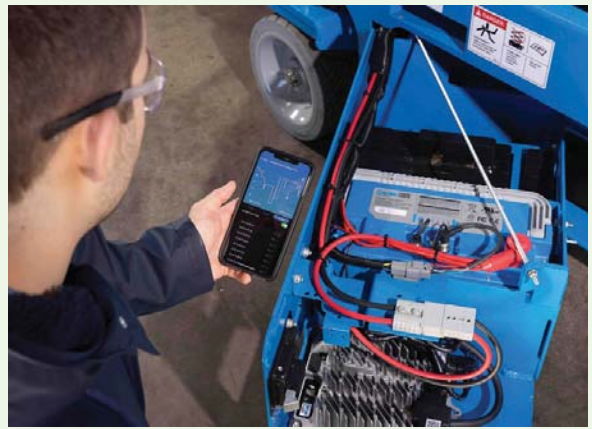


**New this year, Manitou's electrified telehandler line performs as well as its diesel counterparts and offers reduced ownership costs.**

Photo by Manitou

lithium-ion battery, the machine achieves a full charge in just over two hours when equipped with the optional 9-kilowatt on-board charger (3 kilowatt is standard).

"Telehandlers are perfectly suited for electrification due to their varied use throughout the day," says Steve Kiskunas, product manager — telescopic handlers at Manitou. "And the elimination of service and support operations and costs around the diesel engines will have significant lifetime cost savings."



**The lithium-ion batteries Genie uses have been specifically designed to power mobile elevating work platforms.**

Photo by Genie

### Genie's purpose-built batteries

With more than 70 percent of its products electrified, Genie continues to leverage that expertise into its latest lift and access equipment including the Lithium-Ion battery option for their GS E-drive slab scissor lifts, as well as their electric S-60 DC and hybrid S-60 FE telescopic boom lifts.

Genie lithium-ion batteries have been specifically designed for mobile elevating work platforms, says Christian Dube, Genie global product manager. Genie's GS E-Drive Lithium-Ion scissor lifts can be recharged in just four hours, which is 33-percent faster than a standard flooded lead acid battery, and partial charges won't damage the Lithium-Ion battery. This allows operators to charge a lift during breaks or over lunch in the event the machine didn't get charged the night before, or if it is being used for a second shift. The lithium-ion battery option is available globally on nearly all GS E-Drive slab scissor lifts, with the exception of the GS-1432m and GS-1932m micro scissor lifts and the GS-4046 and GS-4655 slab scissor lifts.

Genie also introduced the hybrid S-60 FE and electric S-60 DC booms in Europe in May 2022 of last year, and to North America and Latin America in December 2022. The S-60 DC is currently available in most of the Asia-Pacific region, while the S-60 FE is now available in Australia.



### Power by the hour

Volvo Construction Equipment, which manufactures a number of battery-electric machines, is also developing solutions for recharging in the field. The Voltstack 30k L2 e-Chargers are currently available for rent at Volvo Construction Equipment & Services in California and Ascendum Machinery in North Carolina. Hoffman Equipment, based in New Jersey, will be next to receive the units.

And this year the company will start to offer recharging as a service model. "At VCES, we're rolling out a first-of-its-kind service called 'Green Power by the Hour' that will accelerate the adoption of electric equipment while providing flexible payment models, such as paying by the kilowatt hour rather than a monthly rental fee," says David Hill, president, Volvo Construction Equipment & Services.

### Electric with diesel backup

United Rentals is also providing jobsite power with the Powerbank in partnership with POWR2 Energy Solutions. The Powerbank portable



energy storage system integrates with diesel generators, enabling the user to significantly reduce generator run-time and reduce emissions, noise and fuel waste. The system is comprised of high-density lithium batteries, inverters and load-sensing technology.

The Powerbank model designed for United Rentals is rated for 40KW to 60KW of power output and provides between 60KW and 120KW hours of storage. The system is

**Like a fuel truck only carrying kilowatts instead of diesel, the Voltstack 30k L2 e-Chargers can be towed to sites to recharge equipment batteries, eliminating the need to move the machine to a grid-based power source.**

Photo by Volvo Construction Equipment



**TVH**®  
**WWW.TVH.COM**

### AIM FOR THE SKY

46 million parts and counting at all of our 15 strategically located distribution centers to keep your mobile elevating work platforms, telehandlers, and all of your industrial equipment running at their best.

designed to absorb fluctuations in load while providing power; then engage the diesel generator when the batteries are close to depletion.

### The electric future

“Electrification is one of the megatrends of the future and businesses will have to reinvent themselves to be prepared for the future,” says JLG’s Morris.

Adoption of this technology, Morris says, has accelerated despite concerns about added cost and complexity. “Customers may have resisted these technologies in the past, but users and regulations are driving more immediate change and advances in technology have made these solutions more affordable.” **RER**

Tom Jackson has been writing about heavy equipment and construction for more than 30 years. He also publishes a Substack blog, *Heavy Equipment Insights*, that focuses on construction technology, sustainability and infrastructure.



**Power to recharge multiple electric machines is contained with Moxion’s tow-behind MP-75/600, giving battery electric equipment users the ability to repower at the jobsite without connecting to the grid.**

Photo by Sunbelt Rentals

### NEW BATTERY-ELECTRIC PRODUCTS (CONTINUED)

#### Independent systems maximize battery life in JLG’s DaVinci

Compared to a traditional machine, every component on the recently introduced 19-foot (5.79 m) all-electric DaVinci AE1932 scissor lift is optimized to reduce energy



**The DaVinci scissor lift system is engineered to recover energy as the platform descends, sending it back to the battery to help maximize use between charges.**

Photo by JLG

consumption by up to 70 percent including the control, lift, drive and steering systems.

Each system (lift, drive and steer) is connected independently, helping reduce voltage drops and latency. As a result, the DaVinci needs only a single, lithium-ion battery. An electro-mechanical actuator powers the lift function without the need for hydraulics or hydraulic fluid.

Permanent magnets on the DaVinci drive system generate torque and create motion to spin the motor. It is estimated that permanent magnet performance can increase the efficiency of a motor by up to 20 to 30 percent on average. Motors with permanent magnets also have a long life and require zero serviceability.

Furthermore, the DaVinci scissor lift system is engineered to recover energy as the platform descends, sending it back to the battery to help maximize use between charges. Charge time can be as little as 3.5- hours and the system can also be opportunity charged in five minutes or less for 100 feet (30.48 m) of drive, plus enough torque for loading. The DaVinci has a 606-pound (275 kg) capacity rating, a compact footprint, weighs 3,450 pounds (1,564.89 kg), and offers 25-percent gradeability and a 4-mph (6.44 km/h) travel speed.

#### Bobcat breaks barriers with T7X

Last fall a deal was announced to start offering Bobcat’s T7X all electric compact track loader in Sunbelt Rental stores in California and other markets in North America. With its 60.5KW lithium-ion battery, the T7X has no engine oil, hydraulic fluid, or coolant to change. With 50 percent fewer parts than its diesel counterpart it substantially reduces maintenance cost and time.



# RER

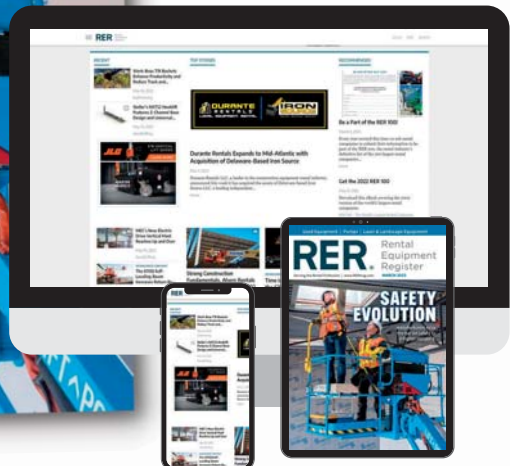
Rental  
Equipment  
Register®

## Exceptional Coverage of the Rental Equipment Industry

Decision makers and purchasers responsible for rental centers, retail stores and dealerships stay up to date on the latest equipment lines and business trends.



Scan the  
QR code  
to sign up  
for FREE



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

### NEW BATTERY-ELECTRIC PRODUCTS (CONTINUED)



JCB's lithium-ion battery pack powers the machine for a typical full day work shift. With the smart step feature, stepping off the machine isolates power to the tracks while still allowing use of the hydraulics.  
Photo by United Rentals

### JCB Electric dumpers

When it comes time to do demo work, the JCB HTD-5E E-Dumpsters offered by United Rentals can do the work indoors or out, quietly, cleanly and effectively. The tracked e-dumper is offered as a high-tip, ride-on model, capable of carrying up to 1,102 pounds. Its lithium-ion battery pack powers the machine for a typical full day work shift. With the smart step feature, stepping off the machine isolates power to the tracks while still allowing use of the hydraulics.

### Equipment Depot ramps up for electric

In June, Equipment Depot, America's largest independently operated material handling and equipment rental source, opened up a new 75,000-square-foot facility in Romeoville, Ill.



To meet the demand in warehouse construction, Equipment Depot has doubled its electric forklift rental fleet in Chicago.  
Photo by Equipment Depot

"We required substantially more space in order to house the vast number of additional Jungheinrich electric lift trucks," says Jonathan Hesener, Equipment Depot's chief sales officer. "As part of our corporate vision to reach a billion dollars in revenue by 2025, we are continually looking at new areas of growth, new approaches to solve customer challenges and innovative equipment and solutions."



The Ranger XP Kinetic's advanced drivetrain features fewer moving parts for lower maintenance costs, is quiet, thus easing communications, the ability to work in the early morning without waking neighbors, and quieter operation around jobsites.

Photo by Polaris

### United Rentals to offer all-electric Polaris

United Rentals is riding down a new path with the addition of all-electric Polaris Ranger XP Kinetic utility vehicles. "There used to be a concern around electric vehicles that they were less capable than their combustion engine counterparts -- and that's just not the case anymore," says T.J. Mahoney, vice president, supply chain, United Rentals.

The Ranger XP Kinetic's advanced drivetrain features fewer moving parts for lower maintenance costs and more uptime. Plus, the quiet electric powertrain means easier communications with coworkers, the ability to work in the early morning without waking neighbors, and quieter operation around jobsites. It offers 110 horsepower and 140 pound-feet of instant torque for the ability to tow 2,500 pounds and haul 1,250 pounds.

The Premium trim is equipped with 14.9 kWh of lithium-ion battery capacity and offers an estimated range of up-to 45 miles, while the Ultimate trim boasts 29.8 kWh of battery capacity and offers an estimated range of up-to 80 miles. Scheduled maintenance costs are expected to be 70 percent less than the average for similar gas-powered vehicles. **RER**





## Case

The diesel-powered CX42D has a seven-inch LCD monitor with a navigation wheel mounted near the joystick, offering operators access to critical machine information and controls without having to reach to the screen. Operators can also select working modes (Power, Standard or Economy), and customize hydraulic proportional controls and auxiliary hydraulics for optimal performance. A standard two-way blade with float improves backfilling and grading operations, while an optional six-way blade beefs up those capabilities. While the zero tail swing design provides excellent access to tight sites, additional counterweights can be added for further balance and confidence. Standard two-speed travel with automatic shift down improves performance when tracking or carrying up hills.



## Caterpillar

Caterpillar expands its demolition and sorting grapple line with the new G306 and G308 models specifically designed for 5- to 6-ton and 7- to 10-ton mini hydraulic excavators respectively. These new models are designed for waste, recycling and heavy-duty material handling applications where precise material placement is required. With open and close functions controlled by the machine's first auxiliary function and rotation head handled by the second, these grapples offer fast and productive material handling with 360-degrees of bidirectional rotation. Vertical perforated shelves offer high wear resistance, positive penetration, good load visibility and positioning, while the oversized heavy-duty cylinder with load holding valve delivers constant clamping force, even when maneuvering the grapple or machine.

## Develon

The Develon DX35Z-7 mini excavator has a zero tail swing design with a rounded shape enhancing navigation in confined spaces and crowded worksites. The platform enhances machine robustness, making it productive. An additional counterweight integrated into the excavator design enables offset digging without repositioning the machine, which boosts the lift-over-side capacity. The optional long-arm design increases productivity by providing greater reach, dump height and dig depth without needing to reposition the machine. The hydraulic quick-coupler-ready design and auxiliary hydraulics maximize attachment capabilities. The wider, enclosed comfortable cab with air conditioning, heated adjustable seat, lockable storage, full-color LCD screen and rearview camera help operators stay focused and comfortable.



## Hitachi Construction Machinery Americas

Hitachi Construction Machinery Americas ZAXIS-5N compact excavators range from 1.7 to 6 metric tons (1.10 to 6.61 U.S. tons). Operators can work in congested urban areas with a short-tail swing radius (U) or ultra-short-tail swing radius with swing boom (USB). Standard auxiliary hydraulic lines have been pre-plumbed to the end of the boom on the ZX17U-5N and to the middle of the arm on the ZX26U-5N to ZX60USB-5N. A standard wedgelock quick coupler makes attachment hookup a snap. A factory-installed bracket for a thumb cylinder simplifies thumb installation. The operator can match the flow rate of the auxiliary hydraulic circuit to the requirements of the attachment being used with either a low or high setting.



## JLG

The JLG R11100 rotating telehandler has a capacity of 13,000 pounds and a maximum reach height of 97 feet. With 3-in-1 machine capabilities – a traditional telehandler, mobile elevating work platform and rough-terrain crane – it offers horizontal and vertical lift-and-place capabilities. The 360-degree continuous rotation of the upper frame end adds functionality. The unit comes with front and rear scissor-style outriggers with automatic leveling jacks, which enable the operator to position the machine and then level the frame up to six degrees to compensate for uneven terrain. Can complete work done by MEWPs when equipped with a platform attachment or rough terrain cranes when equipped with a truss boom and winch.

## Magni

Magni's RTH 6.30 rotating telehandler offers a maximum lift height of 98 feet, maximum lift capacity of 13,200 pounds, and maximum lift height capacity of 5,500 pounds. The 6.30 offers 360-degree rotation. More than 100 attachments provide users with several machines in one, including a telescopic forklift, rough-terrain crane, and aerial work platform. Magni's RTH 6.30 is equipped with a 10-inch full-color touch screen used to operate the machine. Magni units have a full LMI (load moment indicator) displayed on a digital, full-color touch screen. This dynamic load chart shows operators exactly where the load is within the chart and incorporates load-limiting technology which prevents overload situations.



## Pettibone

Pettibone's Extendo 1544X telehandler lifts 15,000 pounds for work in highway construction, pipe yard applications and building sites. Maximum forward reach is 29 feet and lift height is 44 feet. Formed boom plates provide the boom structure with greater strength while reducing weight. The design minimizes boom deflection for better control and accuracy when placing loads. Significant boom overlap reduces the contact forces on wear pads, thereby extending service life. An external, bottom-mounted extend cylinder further reduces the load on wear pads by up to 50 percent. The cylinder location provides improved service access to internal boom components. Fastener-less wear pads also simplify service, and heavy-duty extension chains help ensure stable boom functions.



## ADVERTISERS INDEX

Company	Page #	Company URL
ANA Corp.	5	<a href="http://www.anacorp.com">www.anacorp.com</a>
General Pipe Cleaners	7	<a href="http://www.drainbrain.com/rental">www.drainbrain.com/rental</a>
InTempo Software	20	<a href="http://www.intemposoftware.com">www.intemposoftware.com</a>
JLG Industries Inc.	35	<a href="http://www.allelectricsscissor.com">www.allelectricsscissor.com</a>
John Deere Construction & Forestry	2	<a href="http://www.deere.com/smartertools">www.deere.com/smartertools</a>
Orion Software	21	<a href="http://www.orion-soft.com">www.orion-soft.com</a>
Point of Rental Software	36	<a href="http://www.pointofrental.com/one">www.pointofrental.com/one</a>
Skyjack Inc.	27	<a href="http://www.skyjack.com">www.skyjack.com</a>
Sycor	19	<a href="http://www.sycoramericas.com/rental">www.sycoramericas.com/rental</a>
Texada Software	17	<a href="http://texadasoftware.com">texadasoftware.com</a>
The Gorman-Rupp Company	13	<a href="http://www.GRpumps.com">www.GRpumps.com</a>
The Utility Expo	23	<a href="http://www.theutilityexpo.com">www.theutilityexpo.com</a>
TVH Total Source Parts and Accessories	29	<a href="http://www.tvh.com">www.tvh.com</a>

**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 866/505-7173 (US), 402/505-7173 (outside US).

**RER** Rental  
Equipment  
Register.

### GROUP PUBLISHER

Brandon Williamson  
[bwilliamson@endeavorb2b.com](mailto:bwilliamson@endeavorb2b.com)  
(512) 739-2102

### ASSOCIATE PUBLISHERS

Deanna Morgan  
[dmorgan@endeavorb2b.com](mailto:dmorgan@endeavorb2b.com)  
(847) 954-7982

Patrick Keefe  
[pkeefe@endeavorb2b.com](mailto:pkeefe@endeavorb2b.com)  
(847) 391-1024

Mike Mandozzi  
[mmandozzi@endeavorb2b.com](mailto:mmandozzi@endeavorb2b.com)  
(847) 481-6459

### CLASSIFIEDS/INSIDE SALES

Rich Thompson  
[rthompson@endeavorb2b.com](mailto:rthompson@endeavorb2b.com)  
(847) 616-9745

### CORPORATE OFFICE

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





IT'S ALL  
OR NOTHING.

## THE DAVINCI® ALL-ELECTRIC SCISSOR

Drive, steer & lift on 100% electric power | Zero hydraulics | 10-year expected battery life  
Best-in-class 606-lb lift capacity | Fully charged in as little as 2.5 hours

COMPARE IT ALL AT [ALLELECTRICSCISSOR.COM](http://ALLELECTRICSCISSOR.COM)







# WHAT THE...

If it weren't for SOME customers, this job would be easy. Fortunately, with POR One, documenting customer-caused damage is easy and immediate, giving you the edge in damage disputes. Try it out for yourself by scanning the QR code.

**Point of Rental**  
Software

