



erento CREATES ONLINE MARKETPLACE FOR TOOL AND PLANT HIRE
erento provides powerful sales and marketing channel for rental companies

London, UK – 2nd October 2007: erento (www.erento.co.uk), the world's largest and fastest growing online rental marketplace, is shortly to be launching in the UK following rapid success in Germany. erento will provide tool and plant hire companies with an easy-to-use and highly cost effective online sales and marketing channel in order to increase their online presence, acquire new customers and drive revenues.

The online rental marketplace, which brings together individuals or businesses with a wide variety of products and services to rent out with those wanting to hire them, has become a popular place to hire or rent out tools and plant equipment in Germany. By creating an optimised online marketplace with an unparalleled user experience and sophisticated online marketing infrastructure, erento has built a one-stop rental shop that attracts up to fifty thousand customers a day. Customers now include MVS Zeppelin, rentas and EVB-Baupunkt. .

Both DIY enthusiasts and professional builders are increasingly looking online for particular items to hire – indeed, e-commerce presents an excellent growth opportunity. Yet many rental suppliers are put off by the complexity and cost of creating and maintaining a sophisticated online presence. Most tool and plant hire companies have problems driving traffic to their rental items and find it cost prohibitive to invest in keyword search for every individual item. If hirers are able to find their website, even the most advanced websites do not provide localised search functionality. This makes it difficult for hirers to find the most relevant items – i.e. those closest to them.

erento provides a very easy and affordable way for tool and plant hire companies to establish and grow their online presence. erento looks after optimising its website for its

users and implementing sophisticated online search and affiliate marketing campaigns. Suppliers simply list their available items and immediately benefit from the enormous traffic which erento generates on its marketplace.

Hirers can search for a particular tool or plant machinery by location as well as price and, within seconds, find the closest suitable service. Not only does this save hirers considerable time, it also generates highly qualified leads for the suppliers - which then contact the customer and close the rental agreement.

erento is a huge marketplace with enormous traffic so it is easy for search engines to find. It also benefits from significant economies of scale for online marketing tools – it is one of the largest online search clients in Europe. It is also cost effective for erento to buy keyword search terms for every individual item available for hire as it aggregates multiple suppliers. This ensures that anyone looking for a particular tool will be directed towards the erento site – no matter how big or small the supplier.

“We’re seeing considerable demand from rental suppliers of all sizes,” comments Volker Wohlfarth, Director of International Operations at erento. “While it is very popular with tool and plant hire companies, building and construction companies are also using it to generate additional rental income from idle assets.”

While many smaller rental companies are using erento as a way of competing with their biggest competitors, even the established players are recognising the benefits of using its powerful online sales and marketing channel. In fact, it is fast becoming a vital element of a multi channel online strategy as potential customers increasingly use search engines and marketplaces instead of visiting suppliers directly by typing in their individual website address.

erento is currently offering a 100 day ‘test drive’ package, providing rental suppliers with the opportunity to hire out as many items as they want for a minimal fee of £50.

** Ends **

About erento

erento (www.erento.co.uk) is the world's largest online rental marketplace, bringing together individuals or businesses with products or services to hire out with those wanting to rent them. It is the only place where you can search for items to rent by location as well as price.

erento is a quick, easy and cost-effective way of creating a powerful online channel for renting products and services. It is an enormous marketplace with a huge number of visitors and online marketing expertise, making it very easy for search engines to find.

With over one million items across two thousand product categories online and ready to hire it is no wonder that up to fifty thousand customers search for items to hire on erento every day.

erento was founded in Germany in 2003 and has been profitable in 2004.

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