



## **erento LAUNCHES FIRST ONLINE RENTAL MARKETPLACE IN UK**

**Powerful user interface and online marketing expertise make renting quick and easy**

**London, UK: 12<sup>th</sup> November 2007** – erento ([www.erento.co.uk](http://www.erento.co.uk)), the world's largest and fastest growing online rental marketplace, is today launching its beta platform in the UK. By providing rental suppliers with an easy-to-use and highly cost effective online sales channel, and integrating a localised search functionality for its users, erento is creating a one stop shop for the rental industry and beyond.

Although consumers are increasingly searching for rentals online, many suppliers have a limited online presence and are struggling to acquire new customers. While the multinational car rental companies have advanced e-commerce businesses, there are many more specialist rental suppliers across a wide range of categories that are hard to find and provide only basic information. While e-commerce presents an excellent growth opportunity for rental companies of all sizes, rarely is it financially viable for them to build sophisticated e-commerce and online marketing operations. Finding a particular item can be a laborious process involving a tedious number of telephone calls.

erento, which brings together individuals and business with a wide variety of products and services to rent out with those wanting to hire them, provides a very easy and affordable way for rental companies to establish and grow their online presence. While erento constantly refines its website and implements sophisticated online marketing campaigns on behalf of its customers, rental suppliers simply have to list their rental items on the site. Those that do immediately benefit from the traffic which erento generates. erento has significant online marketing expertise and benefits from considerable economies of scale for online marketing tools.

The user-interface also provides a simple but powerful way for hirers to find the items they need, saving them time and hassle. Although location is particularly important in the rental industry, as rental items are picked up or delivered as well as returned, it is normally very difficult to ascertain the location of particular items. Uniquely on erento, hirers can search for a particular item by location as well as price and, within seconds, find the closest suitable service. As well as saving hirers time, it also ensures that the rental suppliers are provided with highly qualified leads.

However, erento is not just for the rental industry. While originally designed to bring together rental business and their customers under one roof, erento enables anyone to become a rental supplier.

“Most of the items on erento are listed by traditional rental suppliers looking to generate additional revenues online but we also expect a new breed of rental supplier emerge.” comments Volker Wohlfarth, Director of International Operations at erento. “Businesses of all shapes and sizes could use erento to rent out idle assets while consumers could also rent out those big ticket items that only get used once a year.”

Recent trends suggest there may be a more profound shift towards a society more inclined to rent, rather than own, a much wider range of products and services than has historically been the case. Speculation over a cooling property market is now adding weight to an already convincing low hassle, low commitment and low cost argument for renting. Congestion charges, parking restrictions, traffic and environmental concerns have contributed to the rise of car clubs and bicycle rentals, while ever-changing fashion and the cost of luxury brands have led to the emergence of clothes and handbag rental services. Even pets could soon be following suit as a successful Californian dog rental business plans to expand across the pond.

“Society has traditionally been very obsessed with ownership but we think this is beginning to change,” comments Volker Wohlfarth, Director of International Operations at erento. “We’re expecting erento to have a major impact on the UK rental market as well as help change people’s attitudes towards renting.”

erento was founded in Germany four years ago where it rapidly turned profitable. Backed by some of Europe's most successful Internet entrepreneurs, erento now hosts over a million items available for hire across two thousand product categories and receives up to fifty thousand page impressions each day. By creating an optimised online marketplace with an unparalleled user experience and sophisticated online marketing infrastructure, erento is now being used by 25 per cent of rental companies in Germany including major brands such as Alamo, Harley-Davidson and Inter-Sport.

### **How does erento work?**

STEP ONE - Rental suppliers rapidly upload their items or even use the erento bulk upload service – all they require is an image, an item description and a price for the rental period.

STEP TWO - Hirers then search and find rental items according to price and/or location. They specify their hiring period and fill in their contact details. This information is then sent to the hirer via email, SMS or fax.

STEP THREE – The rental supplier contacts the enquirer directly to close the rental agreement and then confirms the transaction on erento.

**\*\* Ends \*\***

### **About erento**

erento ([www.erento.co.uk](http://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 reached profitability in 2004. It is backed by the founders of eBay Germany and Jamster.

For more information please contact:

Toby Walsh at Rhubarb PR – [toby@rhubarbpr.com](mailto:toby@rhubarbpr.com) / +44 (0)777 337 4545