



**HIRE ASSOCIATION EUROPE PARTNERS WITH erento**  
**TO DRIVE ONLINE HIRE GROWTH**  
**erento becomes official online rental marketplace for the hire industry**

**London, UK – 6th February 2008:** erento ([www.erento.co.uk](http://www.erento.co.uk)), the world's largest and fastest growing online rental marketplace, is today announcing its formal partnership with Hire Association Europe ([www.hae.org.uk](http://www.hae.org.uk)), the leading trade association for hire and rental companies in the UK and Ireland. Under the agreement, HAE will promote erento to its members while, in return, it receives discounted set-up fees exclusively for its member companies. Additionally, all listings from certified members will feature the HAE logo.

The relationship has been formed to support erento's aggressive growth drive while helping HAE to meet its objectives of offering the best and most useful services to its members, promoting best practice, supporting and advising, developing business initiatives and protecting members.

While businesses are increasingly looking online for particular items to hire, many hire companies are put off by the complexity and cost of creating and maintaining a sophisticated online presence. Many have problems driving traffic to their rental items and find it cost prohibitive to invest in keyword search for every individual item. If customers are able to find their website, even the most advanced do not provide localised search functionality. This makes it difficult for customers to find the most relevant items – i.e. those closest to them.

"We have been looking at how we can help our members expand their businesses online for some time now," comments Graham Arundell, Managing Director at HAE. "We believe erento is the best solution as it takes away the hassle and cost of setting up and maintaining a successful e-commerce site. Unlike directory services such as Yell.com, erento listings go right down to the product level in order to deliver qualified customer enquiries. It also operates performance-based billing so it only profits if its customers do. We would strongly urge all of our members to take advantage of the exclusive rates that we've secured for them."

The online rental marketplace, which brings together businesses with a wide variety of products and services to rent out with those wanting to hire them, provides hire companies with an easy-to-use and highly affordable way to establish and grow their online presence. erento's European marketplace is already being used by 7,000 hire companies, almost 1,000 of which are in the tool and plant hire industry. It includes over one million rental item listings and is visited by over 960,000 unique visitors every month.

By aggregating many hire companies together under one roof, it generates greater traffic and benefits in economies of scale for online marketing. Hire companies simply list their available items and immediately benefit from the traffic which erento generates.

Customers can search for a specific rental item by location and, within seconds, find the closest suitable service. Not only does this save customers considerable time, it also generates highly qualified leads for the hire companies - which then contact the customer and close the rental agreement.

"This is an extremely exciting partnership for us," comments Volker Wohlfarth, Director of International Operations at erento. "We are looking forward to working closely with HAE and supporting its members to exploit the largely untapped online market in the UK."

HAE was established in 1974, and represents 1,000 member companies with over 3,000 hire and rental depots and branches. HAE brings together the diverse sectors of the hire industry, including tool and equipment, plant, audio visual, catering, leisure and portable sanitation hire sectors, as well as suppliers and manufacturers for the industry.

While many smaller hire 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 an effective multi channel strategy.

For more information on erento please contact erento on +44 (0)207 099 8797 or via email at [clinton.patterson@erento.co.uk](mailto:clinton.patterson@erento.co.uk)

\*\* Ends \*\*



## About erento

erento ([www.erento.co.uk](http://www.erento.co.uk)) is the world's largest online rental marketplace, bringing together businesses with products or services to hire out with customers 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.

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 since expanded into Switzerland, Austria and the UK.

For more information please contact:

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