



## **erento PROVES POWER IN CUSTOMER ACQUISITION**

### **HSS and Hire Station benefit from growth with erento partnership**

**London, UK – 6<sup>th</sup> November 2008:** erento ([www.erento.co.uk](http://www.erento.co.uk)), the world's largest and fastest growing online rental marketplace, is seeing major success from its partnerships with tool hire industry leaders HSS Hire and Hire Station. Within hours of marketing their product range with erento, both HSS and Hire Station were benefiting from highly qualified sales leads. They have since seen a significant increase in online enquiries and customer acquisition, and are looking forward to continued growth as erento increases its online presence.

“In just over four months we have received thousands of new customer enquiries through erento,” comments Owen Whitehead, Head of Direct Marketing and Online at HSS Hire. “It seems set to be a very successful additional sales channel for us and one that is quite timely given the changes in the market.”

The online rental marketplace, which brings together hire companies with the businesses and individuals wanting to hire their tools, is currently experiencing traffic of 92,000 visitors a month and is seeing a surge in interest from tool and plant hire companies as they seek more cost effective ways to access new customers and increase revenues.

“erento has proven to be an extremely cost-effective method to increase our customer base,” comments Mark Moody, Virtual Hire Director at Hire Station. “Once online we immediately began receiving enquiries - the success has honestly been surprising. Without a doubt, erento is now a key partner in the growth of our online business.”

“It has been a very successful few months for us in the UK tool and plant hire industry – we’ve surpassed all our initial projections,” comments Clinton Patterson, Director of International Operations at erento. “We believe the change in economic conditions is reinforcing the role we

play in helping hire companies to grow their business. erento provides one of the most cost effective ways to acquire new business and survive the increasingly competitive times ahead.”

Hirers can search on erento for a particular tool, equipment, or plant machinery by location as well as price and, within seconds, find the closest suitable offering. Not only does this save hirers considerable time, it also generates highly qualified leads for the hire companies - which then contact the customer to finalise the hire agreement. erento is proving to be extremely popular with not only smaller hire companies with a limited online presence but also the largest players in the hire industry.

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).

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#### **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 hire by location as well as price.

erento is a quick, easy and cost-effective way of creating a powerful online sales 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:

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