



## **MARQUEE HIRE TRADE ORGANISATION PARTNERS WITH erento**

- **erento becomes official online rental marketplace for marquee hire industry**

London, UK – 20<sup>th</sup> January 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 the Marquee Hire Trade Organisation ([www.mhto.org](http://www.mhto.org)), the leading trade association for marquee hire and rental companies in the UK. Under the agreement, the MHTO will promote erento to its members while, in return, receive discounted set-up fees exclusively for its member companies.

The relationship has been formed to support the MHTO's objective of promoting excellence in the marquee hire industry. Members of the MHTO, all of which have been audited as well as health and safety certified, will now benefit from the partnership.

"As erento continues to grow, this partnership will help ensure that our members have the most cost effective online marketing solution at their disposal while ensuring the promotion of health and safety certified hire companies," comments Julian Saich, Managing Director at MHTO. "I believe this will not only help our individual members but also help advance the wider marquee hire industry."

erento provides hire companies with an easy-to-use and extremely cost effective online sales channel. By implementing sophisticated online marketing campaigns and providing a proximity-based search function for finding specific items available for hire, erento is able to supply an ongoing sales pipeline of highly qualified leads to hire companies. erento's marketplace now has up to 50,000 visitors per day and provides over 3,000 qualified sales enquiries to hire companies everyday. Hire companies simply list their products and immediately benefit from the customer enquiries erento generates.

“Due to the size of our marketplace we are able to pass on substantial economies of scale for online marketing to hire companies,” comments Clinton Patterson, Director of International Operations at erento. “By joining erento, marquee hire companies benefit from an immediate increase in enquiries - boosting their business without denting their marketing budget.”

MHTO was established in 2007 to improve the safety performance of the industry and drive best practice. Its marquee hire portal was created solely for the benefit of marquee hire companies, to promote excellence in the marquee hire industry, by the sharing of knowledge, experience and best practices to make a significant contribution to raising standards and improving performance.

For more information on erento please contact Colin Darbyshire on +44 (0)208 090 3605 or via email at [colin.darbyshire@erento.co.uk](mailto:colin.darbyshire@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 rent 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, the USA 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