



## **ANDREWS SYKES – THE UK’S LARGEST INDEPENDENT HIRE COMPANY - CHOOSES erento**

- **Andrews Sykes expects boost in rentals of pumps and climate hire systems**

**London, UK – 22<sup>nd</sup> January 2009:** Andrews Sykes ([www.andrews-sykes.com](http://www.andrews-sykes.com)), the UK’s largest independent hire company, has selected erento ([www.erento.co.uk](http://www.erento.co.uk)) to drive online customer acquisition for its heating, air conditioning, chillers, boilers, ventilation and pump equipment. The national provider of industrial hire products will be using the world’s largest and fastest growing online rental marketplace to boost business-to-business rentals and acquire new customers.

“erento is probably one of most significant developments we’ve seen in the hire industry in recent times,” comments Steve Reeve – Sales Director at Andrews Sykes. “For us, erento provides a simple and highly cost effective way of acquiring new customers and growing our business. We also believe it will give us excellent exposure to a number of different sectors where erento already has excellent traction.”

By providing a one stop shop for the hire industry and making it quick and easy for customers to find rental items via its unique localised product search facility, erento is generating enormous traffic. erento now attracts over 50,000 visitors per day and delivers over £32 million in enquiries to tool, equipment and construction companies per annum. Hire companies simply list their items on erento and immediately benefit from the enquiries it generates as well as the highly targeted and comprehensive online marketing campaigns it manages for its customers to deliver relevant customer enquiries.

“At a time when hire companies need to balance the need to acquire new business with a reduced marketing budget, erento provides a very low risk, highly effective and proven way to generate business,” comments Clinton Patterson, Director of International Operations at erento.

“Not only small owner-operator hire companies but also the very largest players that already have a significant online presence are now benefiting from our unique sales channel.”

Graham Arundell, managing director for Hire Association Europe, said: “It is no surprise that another of our prominent members has recognised the potential of erento. It provides a very cost effective and hassle free lead generation tool – which is exactly the reason we partnered with erento last year. We recommend that other members make best use of the exclusive rates that we have secured for them.”

For more information please contact erento 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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\*\* 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 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:

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