



## **EVENT HIRE COMPANIES RECOGNISING IMPORTANCE OF ONLINE**

**PKL Group, Christian Faversham Catering, Alive Network and Ginger White join erento. Online rental marketplace continuing to grow at aggressive pace.**

**London, UK – 4<sup>th</sup> August 2009:** erento ([www.erento.co.uk](http://www.erento.co.uk)), the world's largest and fastest growing online rental marketplace, is rapidly becoming a key destination in event hire with PKL Group, Christian Faversham Catering, Alive Network and Ginger White joining the site. The marketplace, which is the fastest and most convenient way of finding specific rental products based on price and location, now features over 100,000 hire products in the event category.

"Hire companies in the event sector increasingly understand the potential of the web," comments Clinton Patterson, Director at erento. "With these companies on our marketplace, and with many more in the pipeline, we're able to provide a quick and transparent way for anyone to find and compare a wide range of event hire products based on location, brand and price."

Event hire companies are increasingly recognising the importance of making their rental products instantly searchable online. Typically under pressure to create memorable events within schedule as well as budget, event organisers need to be able to instantly find and compare hire products. By joining erento, hire companies make their product catalogues instantly accessible.

"There is a growing expectation in the event sector for making hire products accessible online," comments Lee Vines, Sales Director at PKL Group. "By joining erento we can make it easier for prospective customers to find what they need while exploiting the huge growth in online demand."

By joining erento's marketplace, hire companies also activate a ready-made, hassle-free sales channel which provides fully qualified customer leads, builds powerful customer databases and delivers a guaranteed return on investment. Over 9,200 hire companies are now using the marketplace to help grow revenue while meeting cost-cutting pressures.

erento has enjoyed phenomenal growth since launching last year – with over 1.5 million hire products, it provides a one-stop shop for the hire industry. The online rental marketplace now features anything and everything an event organiser could need – from sound and lighting or furniture to marquees, kitchens, art and even circus performers – from trusted hire companies.

**\*\* 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 has over 1.5 million items available for rent across 26 countries.

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