



Award shortlists

The shortlists for the 2011 European Rental Awards were chosen at the judging meeting in Paris on Wednesday 16 March. Murray Pollok reports.

With over 75 entrants to this year's awards - including more than 30 for the Rental Product of the Year category alone - it was never going to be an easy job to choose the shortlists, and so it proved.

In a joint statement the judges praised the quality of the entrants and thanked all the companies that had participated, whether shortlisted or not: "The European rental industry has gone through a period of crisis, and it may have looked as if companies were doing nothing, but the presentations we received demonstrate that they were working hard. They were being innovative, continuing to invest in areas such as IT, and were not sacrificing safety.

"The product category was particularly well represented, with more than 30 entries, which again demonstrates that European manufacturers continue to pioneer the development of products for the rental market. Small companies are creating innovative new equipment and large suppliers continue to make significant improvements to established products.

"We look forward to the awards dinner in Amsterdam when we can celebrate the achievements of Europe's rental industry." **IRN**

THE JUDGES

FRONT ROW (left to right):

Vesa Koivula (President/CEO, Cramo)

Paul Burger (Board Director, Hitachi Construction Machinery Europe)

Gérard Déprez (President, European Rental Association).

BACK (left to right):

Hendrik-Jan Molenaar (CEO, Workx)

Murray Pollok (Editor, *International Rental News*).



The shortlists:

LARGE RENTAL COMPANY OF THE YEAR (TURNOVER > €15 MILLION)

- GAM (Spain)
- GAP Group (UK)
- HSS Hire (UK)

SMALL RENTAL COMPANY OF THE YEAR (TURNOVER <€15 MILLION)

- Industrial Access (Romania)
- Dromad Hire (Ireland)
- Rentforce (Netherlands/Russia)

RENTAL IT AWARD

- A-Plant
- HSS Hire
- Kiloutou
- Speedy Hire

RENTAL MARKETING AWARD

- HSS Hire
- Ramirent

RENTAL SAFETY AWARD

- GAP Group
- Hewden
- HSS Hire

RENTAL PRODUCT OF THE YEAR

- HH-Intellitech (GlasLift 500-4)
- JCB (3CX/4CX ECO backhoe loader)
- MEC Aerial Platforms (Titan Boom 40-S)
- Teletower Access Solutions (Teletower)
- Z-Safety Services (Z-Matic)

MANUFACTURER OF THE YEAR

- El-Bjorn
- Volvo

ERA/IRN RENTAL PERSON OF THE YEAR

- Winner to be announced on the night.

LIFETIME ACHIEVEMENT AWARD

- Winner to be announced on the night.

The winners will be announced in Amsterdam on 8 June at the official awards dinner, which is being held at the Okura Hotel during the International Rental Exhibition (IRE) and the European Rental Association (ERA) convention.

The awards are jointly organised by: *International Rental News (IRN)* and the European Rental Association (ERA).

To book your place at the awards dinner, contact the ERA (www.erarental.org)



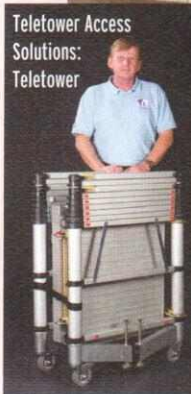
HH-Intellitech: GlasLift 500-4



JCB: 3CX/4CX ECO backhoe loader



MEC Aerial Platforms: Titan Boom 40-S



Teletower Access Solutions: Teletower



Z-Safety Services: Z-Matic