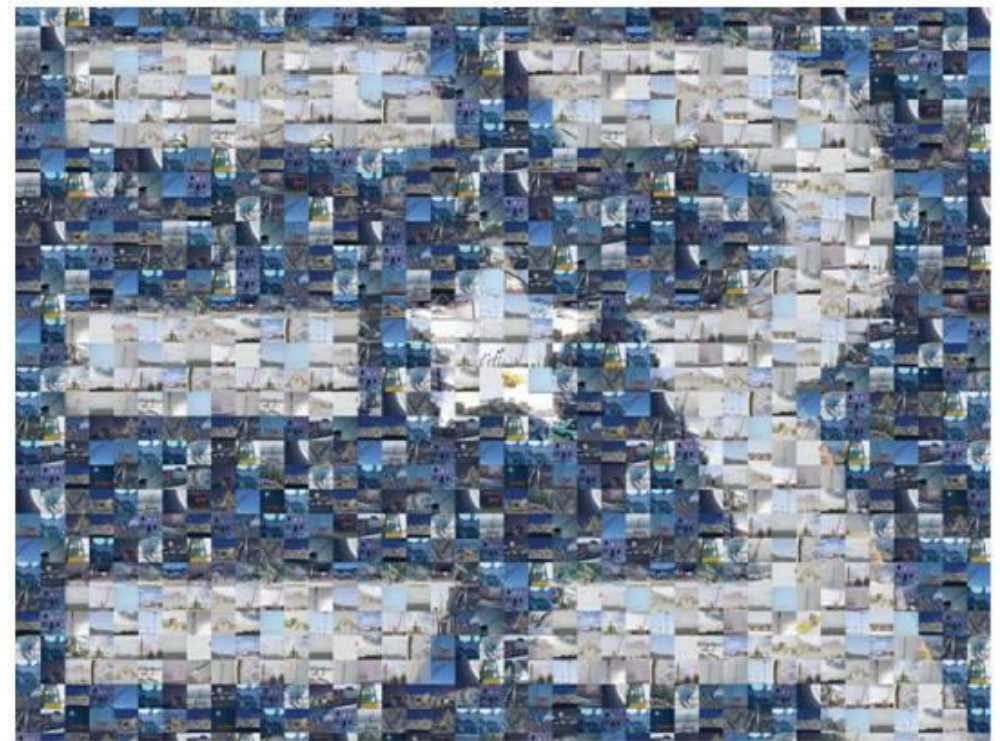


# ERA Convention 2010

*“New Opportunities for Rental”*

**Defining Sustainability for  
the rental industry**

**Martin Freland, Cramo**



[WWW.ERARENTAL.ORG](http://WWW.ERARENTAL.ORG)

## Environment and safety at Cramo - history and next step

- n 1998-99 customer demands on environmental/safety work
- n Environmental requirements from local authorities
- n Several companies started to introduce EMS
- n 1999 decision to introduce ISO 14001 (ISO 9001)
- n 2001 - 2002 environmental and quality certification in SE, NO, DK
- n 2005 - Cooperation with our customers in environmental and safety issues
- n 2009 Quality, Safety, Environmental (QSE) roadmap - Cramo Group
- n 2010 CSR report, Carbon footprint, Climate neutralisation

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## Leadership in Quality, Safety and Environment (QSE)

- n Position to exploit “first mover's advantage” and create a real competitive advantage
  - n Meeting all existing legal requirements - welcoming progressive change
  - n Meeting the requirements of the most demanding strategic customers
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# Energy savings at building sites

Cramo has developed a building site energy savings concept whereby the energy consumption is reduced by approximately 50 %.

## Results

- n Exterior insulation (between the site huts in an assembly)
- n New, energy efficient site huts where 80% of the heating is re-circulated and a new type of drying room with heat re-circulation, three-glass windows and movement sensor controlled lights
- n Low energy light fittings in exterior and interior lighting
- n Well insulated storage containers and frequency controlled hoists
- n Dimensioning, measuring and follow-up on energy consumption



## Benefits

- n GREAT interest from customers on Cramo energy concept
- n Reduced energy costs at customers building sites
- n Customers' requirements can be met
- n Reduced environmental impact
- n Increased credibility

# Safe handling of chemical products

Both in our own and our customers' operations chemical products are used. Cramo can offer products for environmentally-safe management.

## Results

- n Environmental station for safe storage of chemical products
- n ADR tanks with back-up protection
- n Equipment for spill preparedness
- n Spill guard for safe barrel handling
- n Equipment for sealing drains

At Cramo, there are procedures for ensuring safe treatment of chemical products



## Benefits

- n Allow for close cooperation with major customers concerning environmental work on their building sites
- n Customers' demands on products for safe handling of chemical products can be met
- n Increased credibility
- n Reduced risk of high costs due to soil contamination

# Safety on the construction site

Safety on the construction site is an important part of the building process today. In order to be experienced as a serious supplier, rental companies need to work on security issues both in their own activities and in collaboration with customers.

## Cramo Safety concept in short:

- n A wide assortment fall protection and work safety related devices
- n Various access solutions like, staircases and platforms
- n Customer training in fundamental work environment safety, aerial operations and scaffolding mounting
- n Consultancy advice in areas like risk analysis, documentation of “work environment plans” etc



## Benefits

- n Customers' requirements can be met
- n Legal requirements can be met
- n Fewer accidents
- n Increased credibility

# Environmentally adapted fuels and oils

By using environmentally adapted fuels and oils the impact on the environment and health can be reduced significantly. In some countries, there are customer demands on environmentally adapted fuels and oils.

## Results

- n All gasoline-powered machines from Cramo's Swedish depots are fuelled with environmental gasoline
- n 83 % biodegradable hydraulic oil
- n During 2009, 225 000 liters of ordinary diesel were replaced with synthetic diesel
- n Cramo sell environmental gasoline at depots to help customers reducing their impact on the environment and health



## Benefits

- n Customers' requirements can be met
- n Improved working environment for depot personnel
- n Reduced environmental impact
- n Increased credibility

# Social sponsoring in customer events

Cramo road show 2009 included a possibility for customers to trade in old tools for a discount on rented equipment. Financial support, corresponding to the discounts, plus the value of the traded equipment was donated to Cramo's charity cooperation partner; SOS Children's Villages.

## Results

- n A (smaller) number of tools traded
- n Some new contracts signed
- n A positive contribution in the promotion of new concepts

## Benefits

- n Positive attention from visitors as well as local press
- n Internal focus and concretization of Cramo's sponsorship





# Waste management

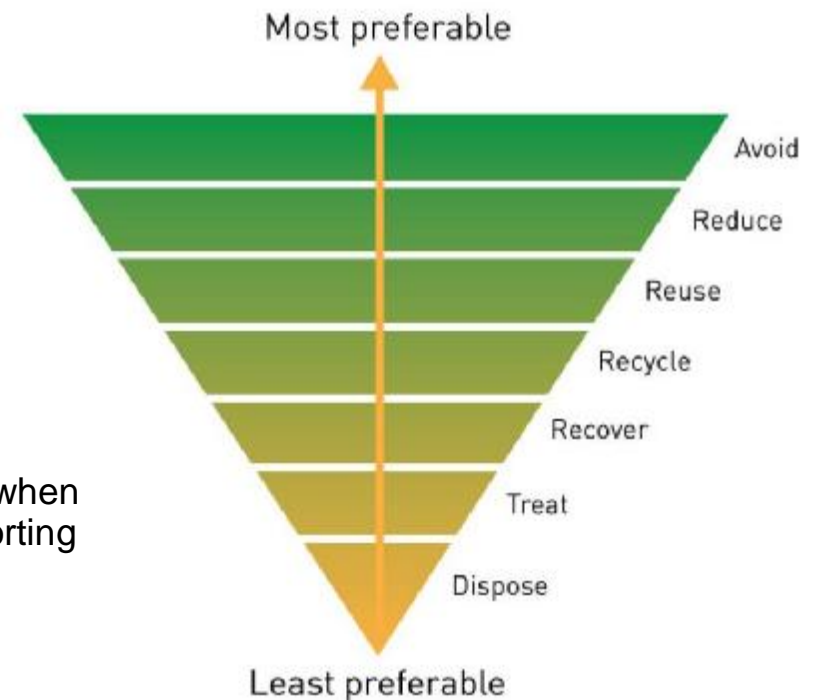
In the rental business different kinds of waste are generated and by waste sorting we can reduce the environmental impact while reducing costs for waste management.

## Results

- n Today all hazardous waste produced by Cramo Sweden are recycled
- n The amount of mixed waste has been reduced to around 10 % of total amount of ordinary waste

## Benefits

- n By only having one waste contractor time can be saved when collecting statistics and introducing new requirements for sorting
- n Uniform waste stations at our depots
- n Reduced costs for mixed waste



# Environmental cars

By choosing cleaner vehicles, both as company cars and service cars, a rental company can help to reduce impacts on the environment and health. It is also becoming more common that customers demand that their suppliers are working to reduce the environmental impact of their transport.

## Results

- n Today about 50 % of Cramo Sweden's company cars are environmental cars
- n There are also a number of environmental cars being tested as service vehicles
- n Another part of the work involves setting environmental requirements on the transport companies used



## Benefits

- n Customers' requirements can be met
- n Reduced environmental impact
- n Lower costs (lower taxes, free parking)
- n Increased credibility