



why rent and who to rent from

DISCOVER RENTAL

An introductory guide to equipment rental





This 'Discover Rental' guide is for anyone interested in learning more about equipment rental.

It is targeted primarily at contractors, industrial companies and other potential users of rental services, but it also serves as a rental 'primer' for government bodies and other institutions.

Table of contents

Executive summary	4
Rental: a short introduction	8
01 Cost benefits of rental	12
02 Operational benefits of rental	18
03 What can be rented?	24
04 How to choose a rental company	30
05 Sustainability	36
06 Contribution of rental to the overall economy	46



Executive Summary

WHY RENT?

Rental helps companies reduce their fixed costs and minimises the financial risks of owning equipment fleets.

By renting rather than owning, the user only pays for equipment when it is needed, and rental reduces the ongoing costs that come with equipment ownership, including maintenance, in-service inspections, repairs, transportation and storage.

Rental allows companies to cope with peak workloads without having to invest in extra equipment. It represents a low-risk way of obtaining equipment when market conditions are uncertain and allows companies to enter new markets or sectors without burdensome investments in machinery – capital that would otherwise be tied up in equipment can be channelled into a company's core business.

Finally, rental provides peace of mind as rental companies provide equipment that complies with regulations and is properly tested and certified.

WHAT CAN YOU RENT?

Equipment available for rental is remarkably diverse, spanning earthmoving machines, hand-held power tools, generators, site cabins, aerial work platforms, mobile cranes, heating and cooling equipment, forklifts, site toilets, traffic safety equipment and falsework, formwork and shoring equipment.

HOW DO YOU CHOOSE A RENTAL COMPANY?

Choosing a rental supplier that operates close to your site reduces transport costs. When renting small equipment, this proximity determines the choice of the rental company.

The fleet inventory should guarantee the immediate availability of equipment. Having relationships with a number of rental companies rather than a single supplier provides more guarantees.

The rental rate or price is the easiest thing to compare between suppliers. Rental companies will also offer particular pricing packages. Special offers for the weekend or long-term rentals can make a supplier more attractive.

Recently, online rental platforms have entered the market, acting

as intermediaries between rental companies and their customers. Whether or not it is a good idea to rent equipment via an online platform depends on a number of factors, such as the type of equipment requested, a customer's knowledge and the location of a job site.

A SUSTAINABLE OPTION

Rental is a fundamentally sustainable activity. By renting equipment, companies and individuals can contribute to a more sustainable world in various ways.

As an inherently circular model, rental satisfies the many principles of the shared economy, including shared usage, repairability, resource use, reusability and recyclability. It helps minimise the negative environmental impact of equipment, with the biggest reductions in carbon emissions

A SHORT HISTORY

Equipment rental emerged in the UK after the First World War and has now become a multi-billion euro business providing a wide range of construction and industrial equipment for customers primarily in Europe and North America. In Europe alone, there are over 17,000 equipment rental companies and the industry is now growing quickly in other areas of the world, including the Middle East, Latin America and Asia.

coming from the utilisation rate, equipment adequacy (using the right equipment for the job), transportation and maintenance.

Many European rental companies put significant efforts into their own Corporate Social Responsibility (CSR) and actively work on their contribution to the sustainable development goals (SDGs). Rental companies also work with sustainable supply chains to ensure that equipment is manufactured in a sustainable and responsible manner.

CONTRIBUTION OF RENTAL TO THE OVERALL ECONOMY

For more and more customers, rental offers a useful and economic solution to flexibly cover their demand for construction machines and equipment. The trend towards rental is not surprising, considering that rental allows flexibility, project-related budgeting and cost control, and eradicates the need for expensive investments in new machines.

In 2019, equipment rental companies and other companies providing rental services generated a total rental turnover of more than EUR 27.7 billion in these countries (EU-EFTA-UK), with the most recent estimates putting the number of rental companies at 17,725 and people employed in the industry at 144,810.

MORE INFORMATION

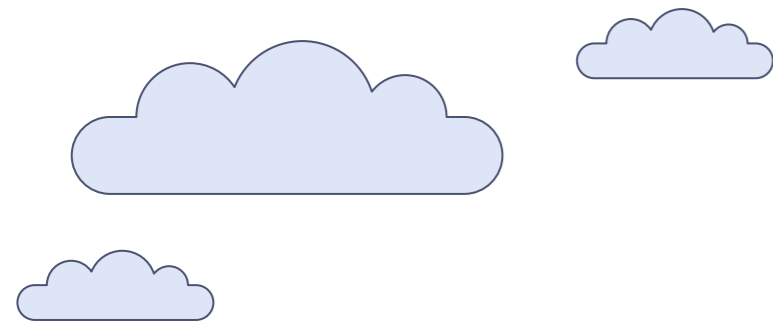
The European Rental Association (ERA) publishes a range of useful materials on its website (www.erarental.org), including easily accessible information about ERA and equipment rental industry, as well as the many valuable resources that ERA has produced over the years. Furthermore, the free-to-use and independent ERA TCO Calculator and ERA Equipment CO2 Calculator are the perfect tools for making the right economic and sustainable choices when using construction equipment.





Rental: a short introduction

Rental is a cost-effective, sustainable, risk-free and essential way of addressing construction equipment needs.



This brochure takes a comprehensive look at the equipment rental industry, covering the financial, operational and sustainability benefits of renting equipment, the kinds of equipment that can be rented, considerations when choosing a rental company and the contribution of the industry to the overall economy.

It describes how rental companies help their customers save money, outsource work and responsibility and thus focus on their core business, while providing a sustainable and environmentally sound option for fleet management. As rental is not just about equipment but also about providing services, it also outlines the services rental companies provide beyond merely delivering machines and equipment.

In short, this brochure is an essential guide to a forward-looking, sustainable and growing equipment rental industry.

About the success of Rental

Today, rental is a cost-effective, sustainable, risk-free and essential way of addressing construction equipment needs. Starting in the UK soon after World War I, the equipment rental market underwent strong development in North America after 1950. Rental is now an integrated part of the equipment distribution channel, which includes sales of new equipment – from straight sales to financial leases – long-term and short-term rentals and sales of used equipment. In contrast with the sales process which represents, for larger equipment especially, a single process between the vendor and the purchaser, rental activity represents a flow of repetitive transactions where the rental operator offers not only a large array of modern equipment and tools, but also services and training to the customer supported by new communication technologies.

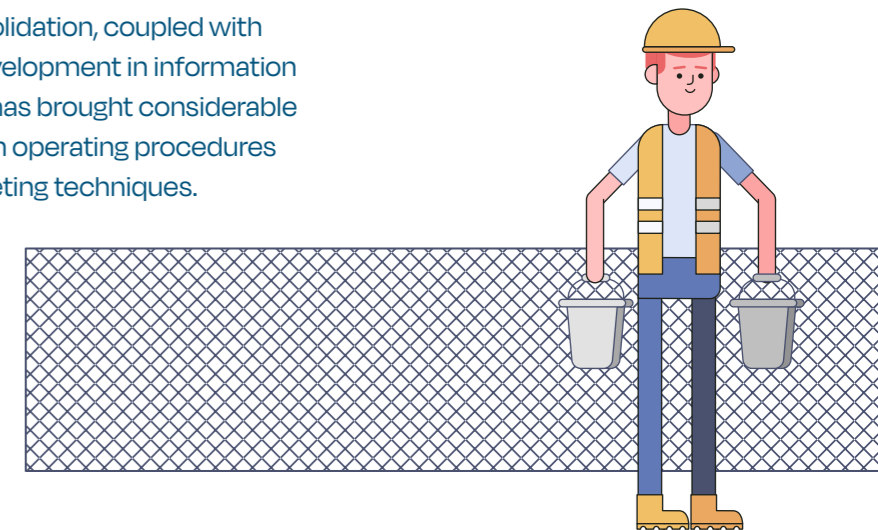
Actually, rental is all about service through convenient locations, operating hours, equipment inventories and processes.

The European equipment rental industry has different origins depending on which geographical market is being discussed. These origins range from the branching out of equipment departments of some large contractors, mostly in the UK and Northern Europe, the development of pure rental players, mostly in France and Spain (also the dominant model in North America), up to the development of rental through large networks of equipment distributors, such as in Germany and Italy. It is, therefore, easy to understand why the European equipment rental industry is so diverse in its structure as well as in its strategies and operating models. In developing markets, customer needs are primarily related to the lack of capital expenditure, peak demand and emergencies. In mature markets, customer needs

are more sophisticated, including productivity improvement, transfer of financial risk, better cost management and environmental awareness.

Starting in the 2000s, the equipment rental industry has experienced a period of consolidation with the emergence of a number of large rental companies. Overall, however, the equipment rental industry still remains very fragmented, with the vast majority of rental companies operating a single depot of around 5 people.

This consolidation, coupled with strong development in information systems, has brought considerable progress in operating procedures and marketing techniques.





Cost benefits of Rental

Rental helps companies reduce their fixed costs and staff costs and minimises the financial risks associated with owning large fleets of equipment.

The purchase of machinery increases the financial risk for a company and represents a significant fixed cost.

By renting the same machinery, these fixed costs of ownership are transformed into a variable cost that is dependent on how much (or how little) the asset is used.

This has a direct impact on a company's bottom line and its financial strength.

Total cost of ownership

In addition to the cost of the initial purchase, there are a number of other ongoing costs of ownership, such as insurance, maintenance, in-service inspection, repair, transportation and storage. These costs tend to increase over the lifetime of the machine, and are only marginally related to its actual use.

It can be very risky – if not financially impossible – for a company to own all of the equipment it needs to fulfil its workload, in particular when a company is just starting to establish itself. Obtaining credit can be difficult, and this means that it can also be difficult to establish a fleet using finance leasing alone.

Renting equipment dramatically reduces the amount of capital required.

Even though collateral security is still required, this is tied to the rental cost rather than the cost of the machine itself, which is only incurred when there is a reliable source of income.

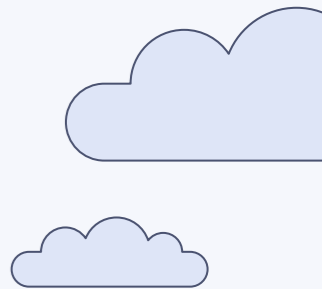
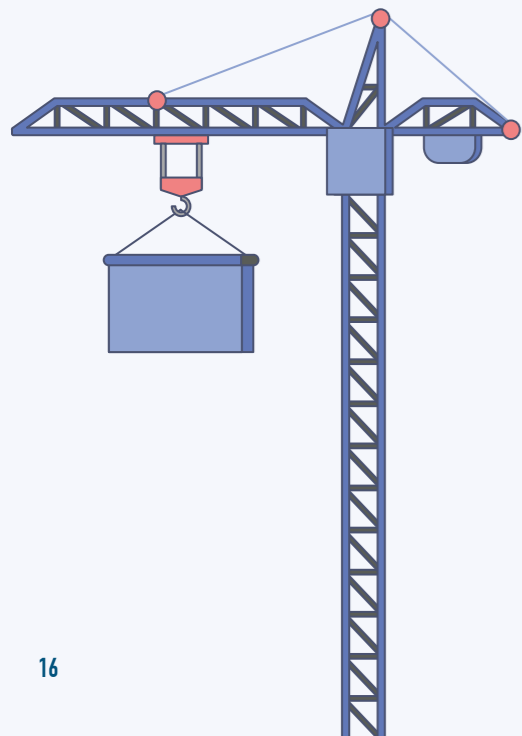
To better assess the costs of managing and operating equipment and the economic value of investments in equipment, see the [ERA TCO Calculator](https://equipmentcalculator.org/en/c/new)¹, a free-to-use and independent tool for comparing the costs of owning, renting and leasing equipment.

¹ <https://equipmentcalculator.org/en/c/new>

Opportunities derived from renting

In addition to the difference between purchase costs and rental charges, as well as the reduced financial risk associated with rental, there is a bigger picture to consider: the opportunity cost of tying up capital in equipment ownership. Rental frees up capital for companies to channel into their core business, helping them to develop and improve their profitability.

Equally, rental is an excellent tool for supporting business growth and expansion. When companies have a



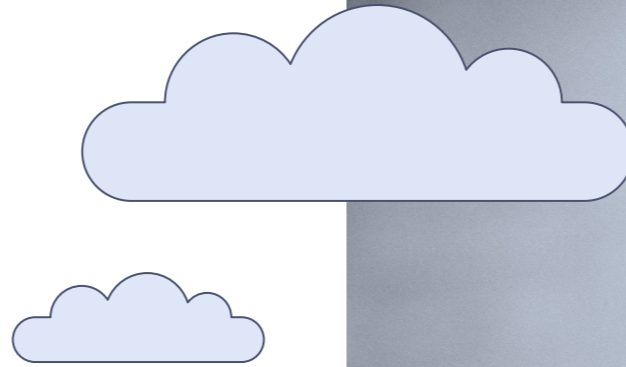
portfolio of projects but not enough bank credit or capital available, such as when markets are uncertain, rental allows them to take advantage of opportunities without the risk of undermining the strength of the company by reducing the available working capital.

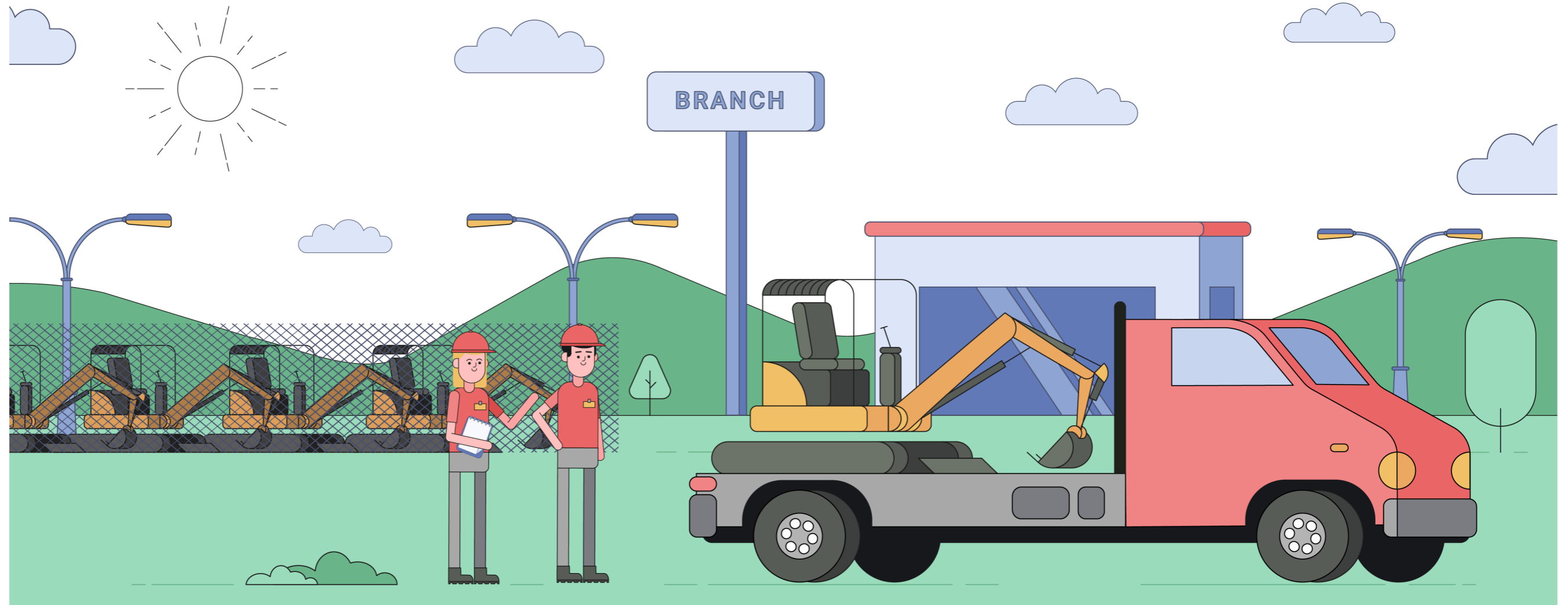
Easier and safer budgeting

Rental makes it much easier for companies to budget. While it is relatively simple to calculate purchase costs and estimate maintenance costs for the first years of service, it is not easy to predict how much these costs will increase over time or determine the residual value of the equipment when the time comes to dispose of it.

Many rental companies today offer their customers easy access to operating data on the equipment that they are renting, which makes it easy for equipment users to track their costs. This provides real-time, actionable information that makes it easier to optimise utilisation and reduce downtime. This enables fleet managers to reduce costs and increase profitability.

These financial considerations mean that more and more companies prefer rental as a solution to their equipment needs.





Operational benefits of rental

Owning and managing a fleet takes time and resources: companies need to maintain and replace equipment, deal with suppliers and ensure that certifications are up-to-date. However, a rental company can take care of all of that, leaving companies free to focus on their core business.



Other than the financial benefits for companies of outsourcing their equipment needs to rental companies, there are tremendous operational benefits as well.

The activities required to operate an equipment fleet are numerous, including maintenance, repairs, transportation, procurement, certifications, employing operators and more. Many companies are now turning to equipment rental companies to take over these day-to-day functions by outsourcing their entire equipment fleet. Others are using rental suppliers to provide these services for specific equipment types, such as power, aerial platforms or site accommodation.

For example, in the case of equipment maintenance, a company needs to run professional workshops with parts inventories and consumables. It needs to allocate professional and financial resources for these activities – resources that could be employed more profitably elsewhere in the business. Rental companies carry out preventive maintenance of equipment and ensure that their customers need only focus on their work. In the case of equipment failure in the field, the equipment is either repaired on-site by the rental company or replaced by another piece of equipment to minimise downtime.

Peace of mind

Similarly, there are legal and ethical responsibilities in owning equipment. These range from ensuring that machines are properly insured to making sure that periodic tests and certifications are carried out and are up-to-date. These fleet management tasks require experienced, well trained staff, as well as management time. Delegating these functions to a rental company ensures that companies meet their regulatory obligations and have peace of mind. The end result for companies is, again, more time to focus on their core business.

Rental also means outsourcing risk. The rental company is responsible for providing safe equipment on-site and shoulders any risk connected to the transportation of equipment (when this is carried out by the rental company).

Procurement is also a time-consuming task – sourcing the right equipment, negotiating with suppliers, and ensuring that the most modern and productive equipment is operated. Rental companies invest vast sums each year in maintaining modern fleets, providing access to the latest, most productive and safest equipment on the market.

Rental companies give operational flexibility as well, with the option to rent equipment over the short, medium or long-term.

A wide and comprehensive product range

There are further operational benefits derived from the wide range of products that rental companies offer. Many companies are diversifying their activities, finding themselves working in new industries or locations that may require different types and sizes of machine.

Using the resources of rental companies allows contractors to diversify without necessarily having to invest in new equipment. Rental companies are also increasingly able to offer rental agreements that cover a wide geographical area, whether regionally, nationally, or even internationally. International agreements are now common in certain specialist rental sectors, such as power or temporary accommodation.

In addition to the cost benefits, these agreements offer enormous logistical benefits, with rental companies able to provide equipment fleets and repair services close to all work sites. The savings in the transport of equipment alone can be significant. Many rental companies also offer services to track the location of the equipment that is being rented as well as providing operational and cost data.

Put simply, renting allows a contractor or other company to concentrate on their core business without the costly and time-consuming responsibility of managing an equipment fleet.





Testimonials

"To us, rental offers a lot of advantages and is a useful and cost-effective alternative to investing in new machines" says **Stefan Wagner, managing director of Wagner Gartenpflege & Gestaltung**, a family-run gardening and landscaping establishment, which is located in Munich, Germany.

"By renting specific equipment, we are not obliged to hold three or four machines of the same type in our own fleet. We receive the required equipment selectively and as needed for the respective task or project. This means that we get what we need, at the very moment when we need it.

The result is a very high degree of flexibility, which nowadays is of greatest importance for running a truly efficient business. Our company mostly rents small construction machines like mini-excavators including matching working tools for earth works or small demolition works. As a contractor, you really benefit from the extensive and diverse choice of equipment that modern rental companies offer."

There are numerous operational benefits in renting machines and equipment, especially for companies where the need for e.g. Power or Temperature Control varies significantly from project to project. According to one of Poland's largest shipyards, renting equipment makes a lot of sense.

"We have ships coming in frequently. The power they require varies from ship to ship and completely depends on the type of work that is required. Usually we can handle the work with our own equipment. However, if the job is particularly power intensive, then we don't want to have to invest in new machines just for this one job. That is the occasion when we use companies such as Aggreko to help us.

We rent the relevant generators from them and have complete peace of mind. The machines arrive on site with all the connection equipment required and with professional engineers. They install everything and make sure it works. We handle the day to day running of the machine. Should there be any problem, the engineer is on site quickly, determines what needs to be done and does it. Should a replacement be required they do it. As such we can be totally carefree and be sure that we have the required power for the time it is needed. When the job is over the machines leave our premises and we can continue with business as usual. The ability to rent equipment really benefits a company like ours."

"We find that there are a multitude of benefits associated with renting equipment as opposed to buying equipment. One of the key factors is that all equipment we rent is regularly checked by our rental company to ensure it is of optimum safety. Rigorous health and safety checks are carried out on all machines when rented and returned, and safety advice is given at the point of delivery or collection. There is also huge flexibility associated with renting equipment. As we can be working on multiple sites across the country, the equipment we need differs at any point in time so we can simply rent the equipment we need or return it as required. With heavy plant costing anything up to and above £100,000 for each piece of equipment, significant capital outlay is required to purchase equipment. As we rent equipment, we need not make this substantial initial investment.

We find that projects can change unexpectedly so we may need different equipment than we originally planned. With renting equipment, this allows us the flexibility we need. We also don't need to worry about transporting equipment up and down the country as we can simply rent from a local depot."

**James Mulchinock, General Manager,
BCS Group**

"The consequences of climate change can be seen all over the world, with greenhouse gas emissions 50% higher today than they were in the 1990s. CO2 is one of the most dangerous greenhouse gases, and its effects on the climate can be long lasting and irreparable.

In Denmark, the building industry is responsible for up to 40% of CO2 emissions. The city of Copenhagen is the highest growth area in Denmark and we have high ambitions to be a CO2-free city by 2025. For this to happen, it is imperative that we find sustainable solutions and take advantage of every opportunity to ensure that this growth is sustainable and contributes to a healthier society for all.

After attending a conference organised by the Danish rental company GSV showcasing climate friendly machinery and demonstrating how they mobilise sustainability across the construction supply chain, we decided to partner with them to pilot the use of emission-free machines in 5 projects in Copenhagen. Through its commitment to sustainability, rental is part of the solution for creating a carbon-neutral Copenhagen by 2025."

**Claus Wilhelmsen, Environmental Planner,
City of Copenhagen**



What can be rented?

The rental market goes well beyond construction machinery and equipment.

The rental market goes well beyond construction machinery and equipment. In addition to the construction sector, the rental market today supplies a wide range of customers and industries, including gardening and landscaping, municipal and forestry services, the event industry and private clients.

Depending on the customer segment, specialised machinery and equipment are available. Furthermore, the equipment on offer for rental is complemented by comprehensive rental services. A brief overview of the different categories of equipment that can be rented is detailed below.

Construction machines & equipment

Construction machines on offer for rental range from small machines, such as mini-excavators and skid steer loaders, to heavy equipment, including hydraulic excavators and dumpers, which some rental companies offer with trained operators. When contractors need specialised equipment that they do not hold in their own fleet, renting is often preferred. This can include equipment such as machines for road or railway construction and forestry or agricultural work. Customers can also rent a wide range of commonly used construction equipment, such as compressors, pumps and compaction machines, or even small machines.

Power & temperature control

Rental companies offer a wide range of temporary power solutions, whether for site use, events, petrochemical applications, manufacturing needs, shutdowns or power failures. The product range available includes generators, load banks, transformers and mobile fuel tanks. Various climate control solutions, such as heating and cooling systems and heat exchangers, as well as a variety of lighting systems, are also available.



Powered access, forklifts & telehandlers

Powered access is an important sector in the rental market. For different works at great height, for example for roof or hall construction, industrial cleaning or installation works, customers can choose from a wide range of working platforms or building construction lifts. Furthermore, telehandlers can be rented for diverse transportation tasks on construction sites.

The industrial and event sectors often demand efficient logistics, and a range of forklifts are available.

Modular & sanitary space

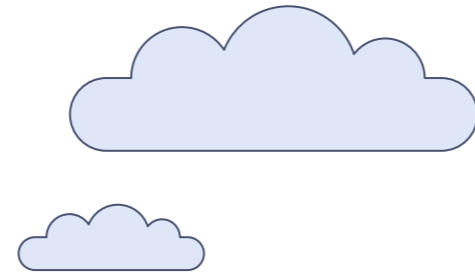
Modular space is an effective means of providing additional space on a customer's site, for short-term as well as long-term projects.

The containers can be combined to build site offices and accommodation, sanitary facilities or storage space. In addition, a wide range of interior equipment or furnishings is available. Some rental companies offer special rental services for modular space, including preparing outlines and foundation plans, transport and installation services.

Traffic safety

Safety is a critical issue on every construction site, especially when construction works are carried out along busy roads or on highways. Therefore, rental companies offer various professional solutions for traffic safety. This is not limited to the provision and installation of beacons or traffic signs.

As specific traffic safety regulations may apply depending on the country or region in which the construction site is located, traffic



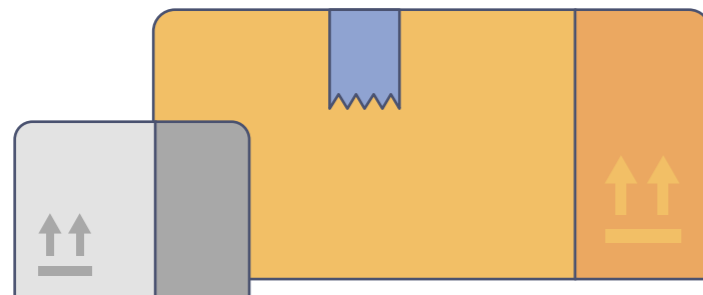
safety requires an enormous planning effort and the knowhow of well-trained professionals. Thus, some rental companies have extended their rental services in this area and take care of the whole planning process, including obtaining official approval or preparing traffic regulation plans.

Falsework, formwork and groundworks

Some rental companies offer a range of temporary construction solutions, such as formwork, panels used to hold concrete in place until it sets, and falsework, which is propping to hold a concrete structure until it sets. Groundworks may also be included in the product range. That is, equipment designed to hold holes in the ground open and allow operatives to work safely.

Smaller equipment and Tools

Whether for woodwork, metalwork, construction, demo or do-it-yourself projects, an extensive inventory of well-maintained smaller equipment and hand/power tools is available to tackle any job size or surface type. Smaller equipment can range from portable generators, concrete mixers and fan heaters to LED stand lights, wallpaper stripper and floor sanders. Tools can include power drills, power saws, electric rotary hammers, rock splitters and breakers, and portable cut-off saws.





How to choose a rental company?

Fundamental criteria for choosing a rental company that fits your needs.

The choice of a rental company is dependent on the nature of the product to be rented, the company profile, the profile of the customer and the type of equipment needed.

Here are some key criteria:

Definition of equipment needs

For specific equipment, it is useful to establish relationships with rental depots that have experience with the products required. If the customer knows what task they need the equipment for, the rental company will identify the best equipment for the job.

Besides equipment, it is important to define which accessories are required. Rental depots usually have a full range of accessories. If the only item required is an accessory, the widest range will be found with the specialists in the sector.

Location of the depot(s)

The proximity of the rental depot provides economic and sustainability benefits because it reduces transport costs and the environmental footprint. When renting small equipment, the economic aspect is among the most decisive factors in the choice of a rental company.

With larger equipment, the transportation cost and environmental impact becomes more important.

Fleet inventory

The fleet inventory should guarantee the immediate availability of the equipment required, especially when the equipment is booked in advance. Dealing with a large depot allows customers to find, from a single source, the full range of services required during the contractual period.

Especially in the initial phase of the relationship, it is important to talk personally with the depot manager and check the fleet.

Rental depots must provide equipment that is fully compliant with legislative

regulations and in good operating condition.

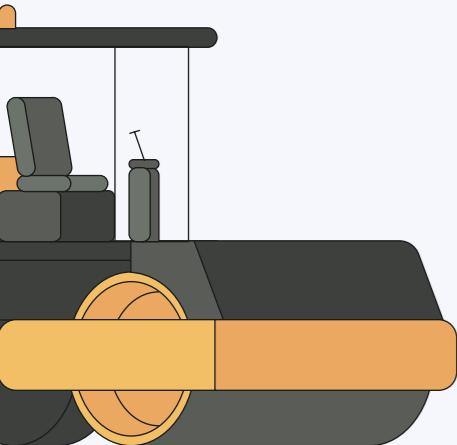
Many rental companies rent equipment fitted with telematics solutions (especially large equipment).

This enables the tracking of equipment, a detailed analysis of the way it is being used and a reduction of the maintenance costs, among other benefits.

All rented equipment must be compliant with existing legislation on safety.

Rental rates and conditions

Rental rates is the easiest parameter to compare. Special offers for weekend or long-term rentals can make a rental depot more attractive.



Together with rental rates, it is important to assess the full range of services included in an offer, as well as the specifications of the equipment provided, which may be more or less expensive to run. Some rental companies may be more competitive in short-term rentals and others in long-term rentals. It is, therefore, necessary to compare individual fees precisely and thoroughly.

Rental conditions lay out the policies applied by the rental depot and provide all the information regarding the services ancillary to rental that are included in the rental rates and those that are excluded. Some of the services / issues rental conditions should address include:

- Transportation of the equipment (generally excluded from the rental fee);
- Damage waiver coverage (ranging from no coverage to full coverage);
- Responsibility for maintenance (which tasks are performed by the rental company and which are the responsibility of the customer);
- Rules applying to downtime.

Rental depots should also guarantee continuity of service through the replacement of the equipment or through assistance services.

Length of rental period

For long-term rentals, the focus should be on rental depots offering attractive conditions. In the case of a short-term rental, the best rental fees should be searched for from depots offering flexible contractual conditions.

Who will use the equipment

Rental depots offering equipment with standard instructions for use should be the preferred choice. Rental depots should have well-



trained staff who are able to explain the practical and safe use of the equipment and provide answers to technical questions.

Sustainability

An increasing number of rental companies have stringent procedures in place with regard, for example, to waste management, energy saving, environmentally adapted fuels and oils, and reduction of chemicals.

They usually publish their own Corporate Social Responsibility (CSR) policies on their website. These relate to all aspects of sustainability (economic, social and environmental).

See the chapter on Sustainability of rental for more (page 40).

Rental platforms / marketplaces

In recent years, new players have appeared in the equipment rental market, namely online platforms.

These companies offer digital solutions to the rental needs of customers, acting as an intermediary between customers and rental companies:

- The customer sends an inquiry to the platform;
- The platform checks the availability of the machine in its network;
- The customer receives an offer, either from the platform or from a rental company.

Whether it is a good idea to rent equipment via a rental platform depends on the type of equipment requested, on the customer's knowledge of the machine and on the location of the job site.

On the one hand, rental platforms offer fast price comparisons, but on the other hand, they do not show the full spectrum of services offered by different rental companies that accompany the requested equipment.



Sustainability

Rental is an inherently sustainable model. By renting equipment, companies and individuals can contribute to a more sustainable world in various ways.

Rental contributes to sustainable development

Many European rental companies put significant efforts into their own Corporate Social Responsibility (CSR). An increasing number of them are participants in the [UN Global Compact](https://www.unglobalcompact.org/participation)¹, supporting the ten principles with respect to human rights, labour, the environment and anti-corruption and annually reporting their progress towards the Sustainable Development Goals (SDGs).

Rental companies today are actively working on their contribution to the SDGs. The goals where rental companies are making the most significant impact are:

- SDG 3: Health and well-being
- SDG 4: Education
- SDG 5: Gender equality
- SDG 8: Economic growth and employment
- SDG 12: Sustainable consumption and production
- SDG 13: Climate action

Read the report: [ERA CSR KPI Guidance Framework](https://erarental.org/publications/csr-kpi-framework).²



¹ <https://www.unglobalcompact.org/participation>

² <https://erarental.org/publications/csr-kpi-framework>

Rental is circular

The rental industry by definition operates in a circular business model. It fulfils all of the circular economy principles and, by doing so, minimises the negative environmental impact of equipment.



Shared usage

- Construction companies and other rental customers can access equipment when required, improving efficiency;
- Rental asset management leads to a more frequent, hence more efficient, use of equipment.



Repairability

- Rental companies contribute to a product design that facilitates maintenance and repair activities;
- Rental companies focus on spare parts management;
- Rental companies ask for increased information on product repair from the equipment manufacturers.



Resource use

- Rental companies search for equipment to offer the most sustainable option to their customers;
- Rental companies provide theoretical and practical training to their customers to optimise the use of equipment.



Reusability

- Components of dismantled equipment can be reused.



Recyclability

- Rental companies take care of their equipment through repairs, when it is still possible, and recycling, when it is at the end of its life cycle;
- Rental companies use their bargaining power to demand equipment suppliers limit the use of non-recyclable material and take responsibility for end-of-life management by collecting, reusing or recycling equipment.



Rental contributes to lower carbon emissions

An independent research study commissioned by ERA on the carbon footprint of construction equipment has demonstrated that the rental business model stimulates the efficient use of equipment and that this efficient use lowers the total carbon footprint. Depending on specific user practice, this can lead to significant reductions, in the range of 30% and sometimes up to 50%.

The researchers of the study built a calculator to determine the carbon footprint of the use of construction equipment, based on various parameters. The parameters with the biggest influence on the carbon footprint of equipment are:

- Intensity of use - maximising the utilisation rate could reduce the amount of equipment required
- Using the right equipment for the job
- Transportation - shorter distances and higher load factors
- Maintenance - allowing extended lifetime

Read more about the study: [Carbon Footprint of Construction Equipment](https://erarental.org/publications/carbon-footprint-of-construction-equipment/).³

³ <https://erarental.org/publications/carbon-footprint-of-construction-equipment/>

The ERA Equipment CO2 Calculator is a tool that estimates the carbon footprint of construction equipment over its entire life cycle...

ERA Equipment CO2 Calculator

Any equipment stakeholder (such as equipment owners, rental companies, contractors and public authorities) interested in establishing the carbon footprint of construction equipment precisely can use the ERA Equipment CO2 Calculator.

It is a tool that estimates the carbon footprint of construction equipment over its entire life cycle and provides the carbon footprint of a piece of equipment per hour of use. Expressing the results per hour of (active) use enables comparisons across different types of equipment and over a wide range of ownership scenarios.

The ERA Equipment CO2 Calculator can be used to evaluate a single ownership period of one piece of equipment and, thus, to determine the climate impact of entire fleets of equipment or of the total carbon footprint of all machines on a given construction jobsite.

The calculator's results can be used, for example, to:

- Investigate which part of the life cycle has the largest contribution to the carbon footprint of equipment;
- Compare different equipment use scenarios and get insight into the effects of measures to reduce the overall footprint;
- Evaluate the effects of alternative fuel consumption.

The ERA Equipment CO2 Calculator is freely accessible [here](https://equipmentcalculator.org/en/co2/new)⁴.

⁴ <https://equipmentcalculator.org/en/co2/new>



Rental companies work with sustainable supply chains

Because rental companies cannot offer their services without first acquiring the equipment, it is necessary to ensure that this equipment has been manufactured in a sustainable and responsible manner. Many European rental companies already assess their suppliers according to sustainability criteria.

ERA has developed a framework that helps rental companies to define minimum sustainability requirements and aspirations for all suppliers. These common requirements relate to the areas of:

- Human rights and working conditions
- Health and safety
- Responsible sourcing of components and raw materials
- Environmental performance
- Business ethics
- Product sustainability performance

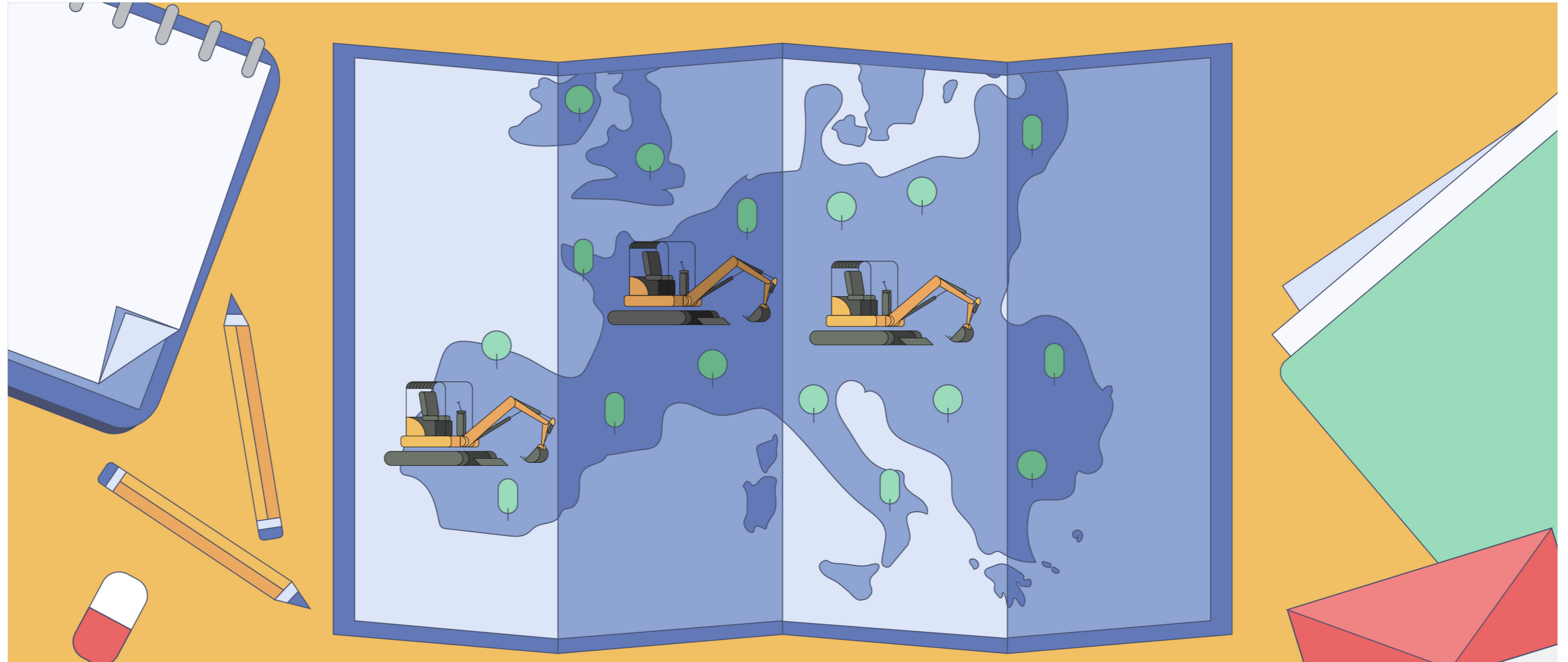
The framework provides rental companies with a tool to demonstrate to customers and public authorities a harmonised approach to sustainability in their supply chains. Furthermore, it gives suppliers clear guidance on what rental companies require from them in terms of the sustainability of their products and operations.

Read more about the ERA Sustainable Supplier Framework [here](#)⁵.



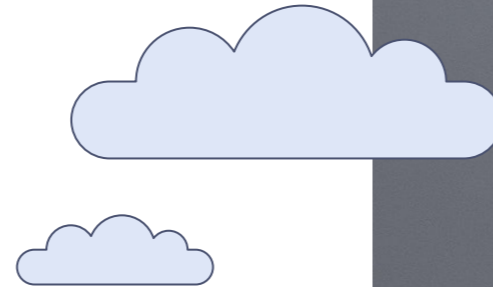
⁵ <https://erarental.org/sustainable-suppliers>





Contribution of rental to the overall economy

The trend towards rental continues. For more and more customers, rental offers a useful and economic solution to flexibly cover their demand for construction machines and equipment.

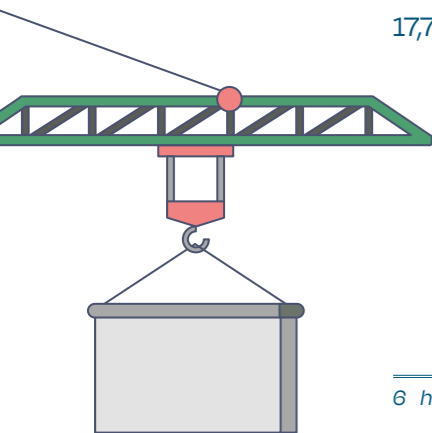


The trend towards rental is not surprising, considering that rental allows flexibility, project-related budgeting and cost control, and eradicates the need for expensive investments in new machines. At times of economic downturn, it is never more important for contractors to reduce the risk associated with their fleet. Many customers, therefore, not only use rental to flexibly cover their demand for machines, but completely delay new investments in their fleet and choose to rent the equipment they need in order to carry out their business.

Every year, the European Rental Association publishes the [ERA Market Report](#)⁶. Developed with the support of the ERA Statistics Committee, the ERA Market Report has been the reference source of intelligence for the European equipment rental market since 2008.

The ERA Market Report, comprising market trends and international comparisons, uses a common methodology and common definitions to analyse 15 European markets, with detailed market size results. These countries account for more than 95% of the equipment rental industry in the EU, European Free Trade Association (EFTA) and UK.

In 2019, equipment rental companies and other companies providing rental services generated a total rental turnover of more than EUR 27.7 billion in these countries (EU-EFTA-UK), with the most recent estimates putting the number of rental companies at 17,725 and people employed in the industry at 144,810.



⁶ <https://erarental.org/market-report-and-rental-tracker>



The ERA TCO Calculator is a financial tool designed to help equipment stakeholders...

ERA TCO Calculator

In 2016, ERA launched a free-to-use calculator that works out the total cost of ownership (TCO) of equipment.

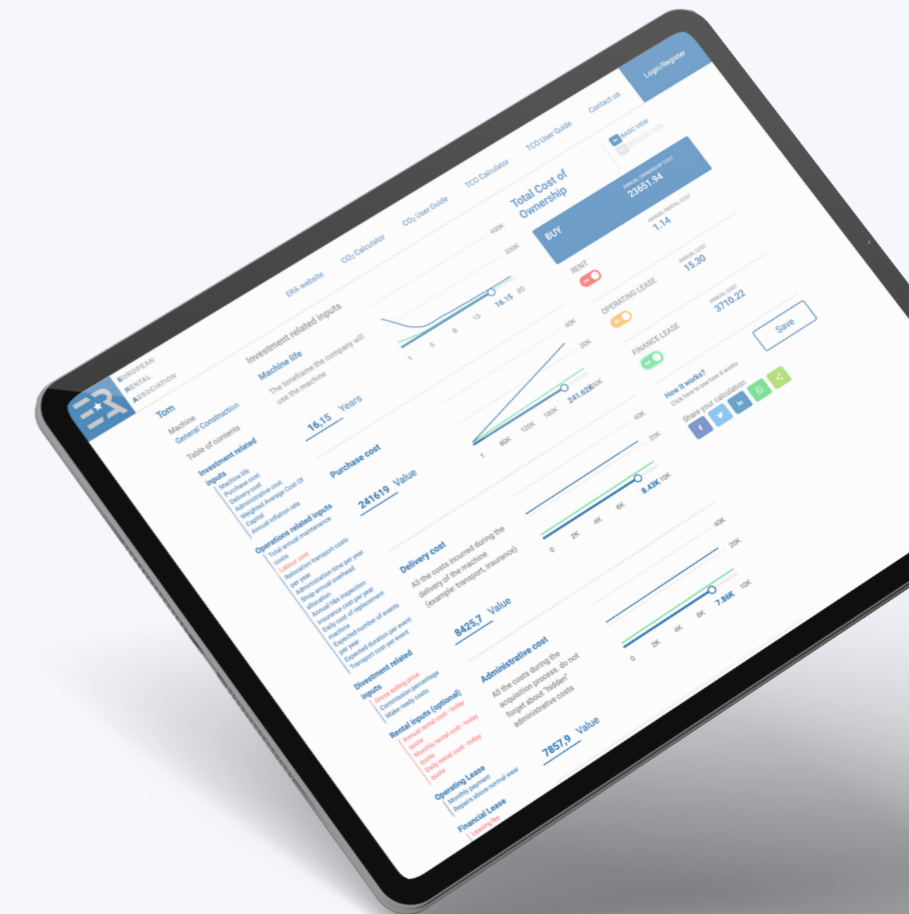
The ERA TCO Calculator is a financial tool designed to help equipment stakeholders better assess the actual cost of equipment by working out the total economic value of the investment. It provides a level of cost analysis not previously available publicly, on a simplified and user-friendly interface.

The calculator offers an independent and unbiased view of buy versus rent, to help equipment stakeholders draw comparisons and make informed decisions.

Beginning in 2017, the scope of the TCO Calculator was expanded to include lease options, both financial and operating, and by introducing the risk factors associated with the operation and management of construction equipment.

The ERA TCO Calculator is an online tool that can also be embedded on other websites and is also available as a mobile application.

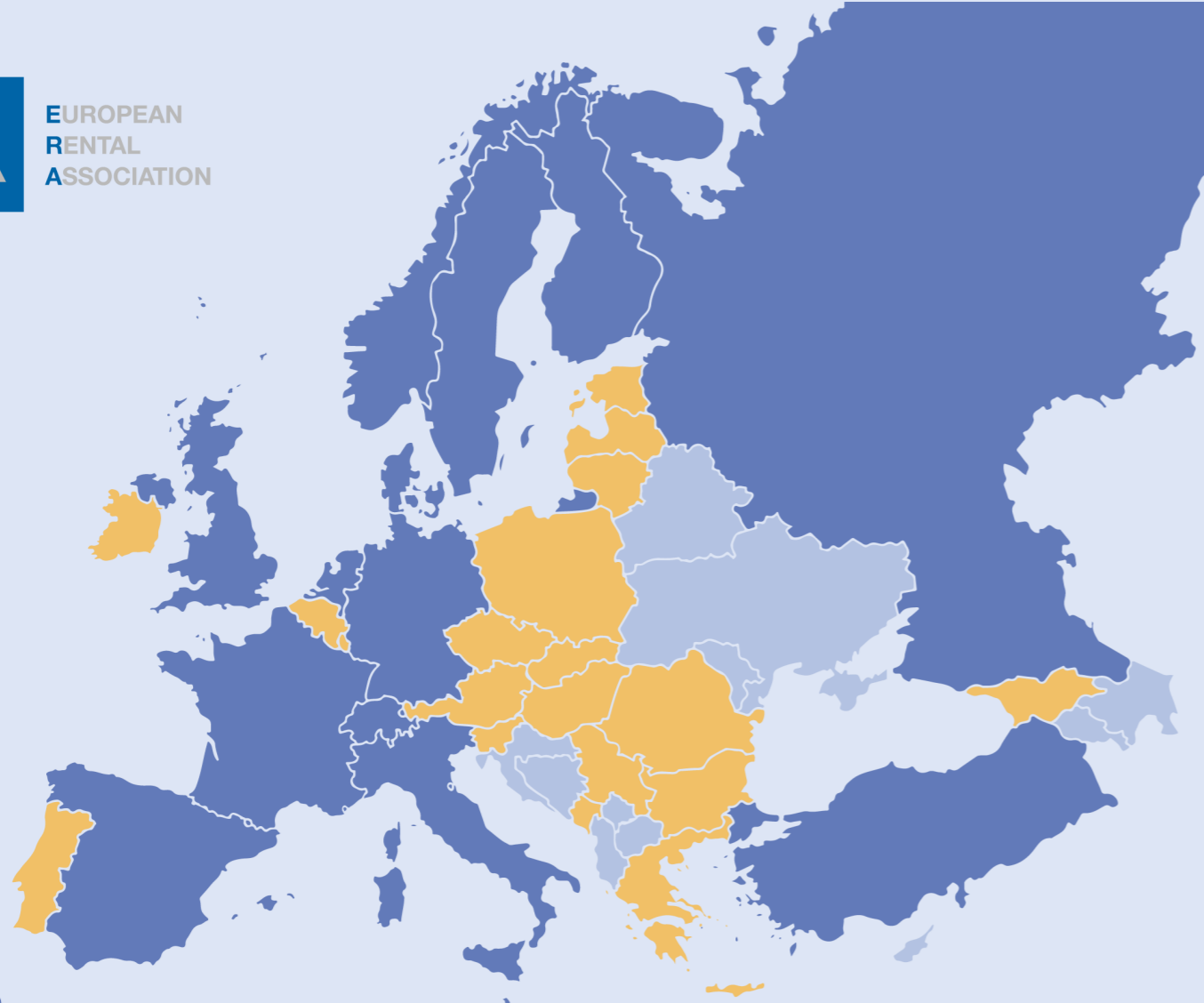
Access the ERA TCO Calculator [here](https://equipmentcalculator.org/en)⁷.



⁷ <https://equipmentcalculator.org/en>



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-  Individual Companies

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