

RENTAL ASSOCIATIONS IN EUROPE

A guide to the rental association members of ERA

September 2021



EUROPEAN
RENTAL
ASSOCIATION

This publication, prepared with the help of the ERA National Association Committee, profiles the European rental associations in Europe that are members of the European Rental Association (ERA).

There is a large variety of trade associations working for the equipment rental sector in Europe. Most of the associations are national in nature, although they differ in scope and activities. Most member associations focus only on the rental business. However, for some, the rental industry is only one of the areas of activity that they represent (for example, they may represent the broader equipment sector, including the manufacturing industry).

The ambition of this publication is for rental associations to learn about each other and the activities they undertake.

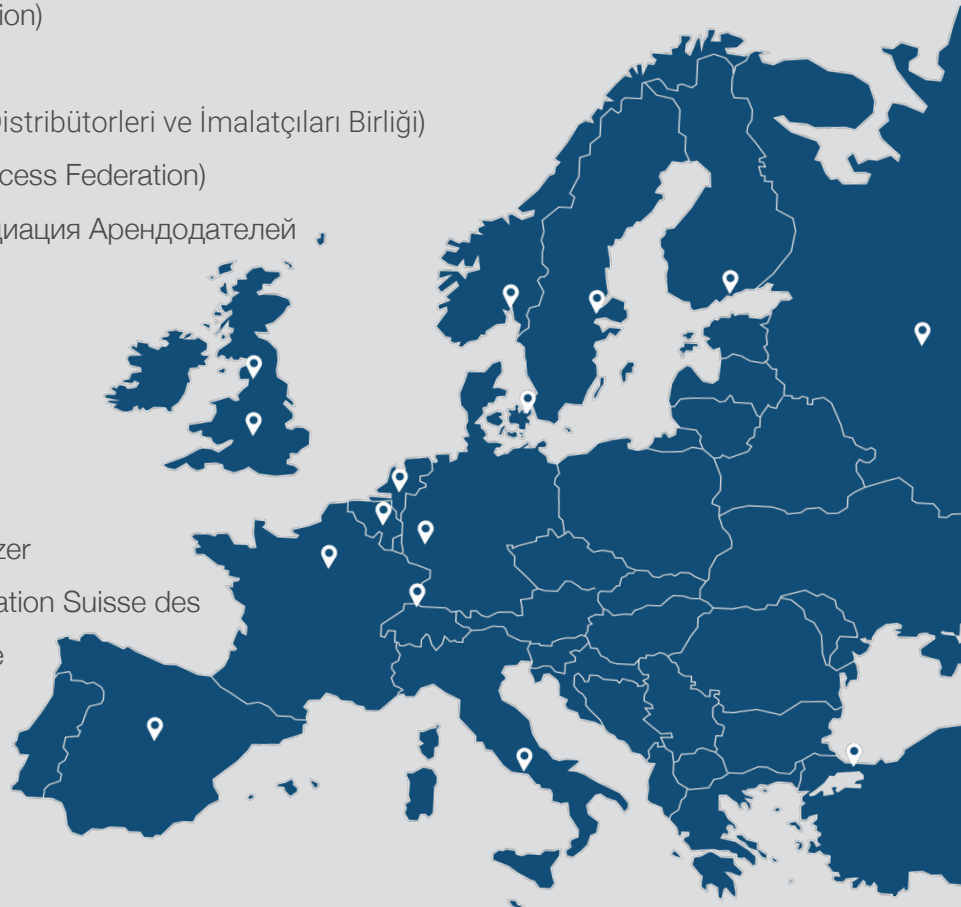
It can also serve as an inspiration to other rental associations that are not a member of ERA, both within Europe and elsewhere in the world.

CONTENTS

LIST OF ASSOCIATIONS	3
ASSOCIATION PROFILES	4
- ANAPAT (Spain)	4
- ASEAMAC (Spain)	5
- Assodimi (Italy)	6
- BBI (Germany)	7
- Dansk Byggeri's Materielsektionen (Denmark)	8
- DLR (France)	9
- Hire Association Europe (UK)	10
- İMDER (Turkey)	11
- IPAF (UK)	12
- NAAST (Russia)	13
- Norsk Utleieforening (Norway)	14
- Rentalföretagen (Sweden)	15
- Tekninen Kauppa (Finland)	16
- Verhurend Nederland (Netherlands)	17
- VSAA/ASFP (Switzerland)	18
- European Rental Association	19
- Global Rental Alliance	20

LIST OF ASSOCIATIONS

-  **ANAPAT** (Asociación Nacional de Alquiladores de Plataformas Aéreas de Trabajo)
-  **ASEAMAC** (Asociación de alquiler de maquinaria y equipos)
-  **Assodimi** (Associazione Distributori Macchine Industriali)
-  **BBI** (Bundesverband der Baumaschinen-, Baugeräte- und Industriemaschinen-Firmen)
-  **Dansk Byggeri's Materielsektionen**
-  **DLR** (Fédération Nationale des Distributeurs, Loueurs et Réparateurs de Matériels de Bâtiment, de Travaux publics et de Manutention)
-  **HAE** (Hire Association Europe)
-  **iMDER** (Türkiye İş Makinaları Distribütörleri ve İmalatçıları Birliği)
-  **IPAF** (International Powered Access Federation)
-  **NAAST** (Национальная Ассоциация Арендодателей Строительной Техники)
-  **Norsk Utleieforening**
-  **Rentalföretagen**
-  **Tekninen Kauppa**
-  **Verhurend Nederland**
-  **VSAA/ASFP** (Verband Schweizer Arbeitsbühnen Anbieter/Association Suisse des Fournisseurs de Plateformes de travail)
-  **European Rental Association**
-  **Global Rental Alliance**




ANAPAT

Asociación Nacional de Alquiladores de Plataformas Aéreas de Trabajo



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 Asociación ANAPAT  @AnapatAsociacion

 ANAPAT channel

- **Countries covered:** Spain
- **Date of creation:** 1993
- **Date of joining ERA:** 2006
- **Number of people working in the association (FTE):** 3
- **Rental sectors covered:** Powered Access
- **Membership:** 91 rental companies and 26 collaborating companies
- **Representation in ERA Committees:** National Associations, Sustainability, Promotion, Technical

Services to members

- Training
- Standardisation
- Legal and Regulatory advice
- Technical and Safety advice
- Fight against debts

Market statistics

- Study on the rental of Mobile Elevating Work Platform in Spain

Activities, Events and Resources

- Safety manuals and stickers
- Technical and Safety Committees
- Annual event





ASEAMAC

Asociación de alquiler de maquinaria y equipos

THE SPANISH ASSOCIATION OF RENTAL COMPANIES AND CONSTRUCTION MACHINERY INDUSTRY WITHOUT OPERATOR

Services to members

- Standardisation and regulation
- Legal and technical assistance
- Training

Market statistics

- Study on the rental of machinery and equipment in Spain

Activities, Events and Resources

- Foro - Annual meeting
- Regional meetings and conferences

ASEAMAC

Asociación de alquiler de maquinaria y equipos

Contact details

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Spain

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 ASEAMAC  @ASEAMACalquiler

 ASEAMAC

- **Countries covered:** Spain
- **Date of creation:** 1996
- **Date of joining ERA:** 2006
- **Number of people working in the association (FTE):** 11
- **Rental sectors covered:** General focus, all rental sectors
- **Membership:** 93 rental companies and 30 suppliers
- **Representation in ERA Committees:** National Associations, Sustainability, Promotion, Technical, Statistics


ASSODIMI

Associazione Distributori Macchine Industriali



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 www.assodimi.it

 @Assodimi

 [Assodimi//Assonolo](https://www.linkedin.com/company/assodimi/)

 @assodimi

 Associazione Assodimi/Assonolo

- **Countries covered:** Italy
- **Date of creation:** 1996
- **Date of joining ERA:** 2006
- **Number of people working in the association (FTE):** 2
- **Rental sectors covered:** General focus, all rental sectors
- **Membership:** 311 rental companies and 70 partner companies
- **Representation in ERA Committees:** National Associations, Promotion, Statistics

Services to members

- Legal assistance
- Trainings
- Customer verification service
- Safety checks management

Activities, Events and Resources

- Quality certification
- Customisable rental school manual
- Annual event





BBI Bundesverband der Baumaschinen-, Baugeräte- und Industriemaschinen-Firmen

Services to members

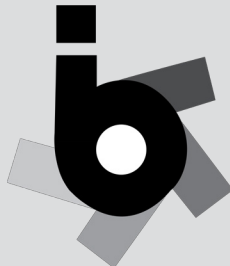
- Representation of interests
- Legal assistance
- Surveys regarding different subjects, key figures
- Regulatory monitoring
- Training: Akademie
- Work on Human Resources

Market statistics

- Economic and market reports and research

Activities, Events and Resources

- Sample terms and conditions
- Business administration: E-Books, Sample TCO, exclusive publications
- Technical Service: Surveys, exclusive publications
- Sales and distribution: Surveys, exclusive publications
- Events: Conferences



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 [bbi_verband](#)

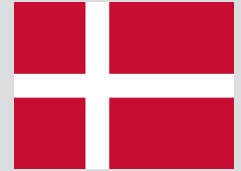
 bbi e.V.

 [@bbi.verband](#)

- **Countries covered:** Germany
- **Date of creation:** 1949
- **Date of joining ERA:** 2006
- **Number of people working in the association (FTE):** 2
- **Rental sectors covered:** General focus, all rental sectors
- **Membership:** 300 retailers, rental companies and other members
- **Representation in ERA Committees:** National Associations, Promotion, Technical, Sustainability

DANSK BYGGERI'S MATERIELSEKTIONEN

Danish Rental Association



Contact details



H.C. Andersens Boulevard 18
1553 København
Denmark



+45 72 160 148



materielsektionen@di.dk



www.materielsektionen.dk

- **Countries covered:** Denmark
- **Date of creation:** 1996
- **Date of joining ERA:** 2006
- **Number of people working in the association (FTE):** 1
- **Rental sectors covered:** General focus, all rental sectors
- **Membership:** 50 rental companies and other members
- **Representation in ERA Committees:** National Associations
- **Materielsektionen** is a section of a larger trade association for construction business (Dansk Byggeri). The focus of the section is the equipment industry.

Services to members

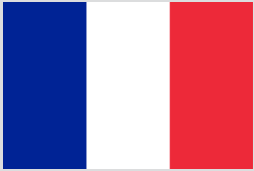
- Safety inspections
- Legal monitoring
- Marketing assistance

Activities, Events and Resources

- DRA Certification of rental companies
- Equipment user guides



Dansk Byggeri

**DLR**

Fédération Nationale des Distributeurs, Loueurs et Réparateurs de Matériels de Bâtiment, de Travaux publics et de Manutention

Services to members

- Advice to members (social, human resource, apprenticeship and vocational training, environmental, tax, safety, transport...)
- Advice and support to other linked federations (ACIM, UFL, SPMDG)
- Communication (DLR MAG, Webtv DLR, etc.)
- Auditing
- Joint purchasing service
- Quality certification QUALI'OP
- Training
- Fight against equipment theft

Market statistics


- Economic studies



Activities, Events and Resources

- Events: Congress, Journée des métiers, Grand Prix Matériel awards, Regional meetings
- SE+ label
- General Rental Conditions



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 www.dlr.fr  @federationDLR

 WebtvDLR  @federationdlr
www.webtvdlr.fr

- **Countries covered:** France
- **Date of creation:** 1965
- **Date of joining ERA:** 2006
- **Number of people working in the association (FTE):** 11
- **Rental sectors covered:** General focus, all rental sectors
- **Membership:** 506 rental companies and dealers, 3 partner sectoral associations, 71 associate suppliers
- **Representation in ERA Committees:** National Associations

HAE

Hire Association Europe



Contact details

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 www.hae.org.uk  @hireassociation

 Hire Association Europe (HAE) and Event Hire Association (EHA)

 @HireAssociation  Hire Association Europe &
Event Hire Association

- **Countries covered:** UK, Ireland, global members
- **Date of creation:** 1974
- **Date of joining ERA:** 2006
- **Number of people working in the association (FTE):** 19
- **Rental sectors covered:** General focus, all rental sectors
- **Membership:** 800+ members (rental companies and associate suppliers)
- **Representation in ERA Committees:** National Associations, Sustainability, Promotion, Statistics

Services to members

- Sector Terms & Conditions
- Hire Certification Services including SafeHire and Safety Schemes In Procurement Registration (Safety Checks)
- Safety guidance leaflets
- Best Practice guides and bulletins
- Industry materials and merchandise
- Publicity
- Legal advice, Covid-19 advice
- Training and Virtual Reality offer
- Public affairs, Brexit advice
- Finance advice
- Insurance services
- Accounting services

Activities, Events and Resources

- Hand Arm Vibration (HAV) data online tool
- Supplier sustainability scheme: Hire Industry Trusted Supplier (HITS)
- Events: Hire Awards of Excellence
- HR: Jobs portal Careers in Hire
- Publications: Interface On Hire magazine
- Online events and webinars





İMDER Türkiye İş Makinaları Distribütörleri ve İmalatçıları Birliği

TURKISH CONSTRUCTION EQUIPMENT DISTRIBUTORS & MANUFACTURERS ASSOCIATION

Services to members


- Legislative monitoring
- Finding the right solutions for the problems of the sector
- Improving the relations between its members
- Contributing the legal studies related with the sector
- Representing the sector in all kinds of platform
- Assisting the export studies
- Organising trainings for the member companies
- Supporting PR activities of the member companies

Activities, Events and Resources

- International Construction Equipment Congress
- Rental Summit
- KOMATEK International Construction Machinery, Technology and Equipment Trade Fair
- Rent It Turkey Exhibition
- UR-GE Cluster Project
- E-Bulletin



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 İMDER Turkey Construction Equipment
Distributors & Manufacturers Association

- **Countries covered:** Turkey
- **Date of creation:** 2002
- **Date of joining ERA:** 2010
- **Number of people working in the association (FTE):** 7
- **Rental sectors covered:** Construction equipment; İMDER also represents the wider construction equipment industry
- **Membership:** 46 companies, (rental companies, manufacturer companies and distributor companies)
- **Representation in ERA Committees:** National Associations



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 International Powered Access Federation (IPAF)

- **Countries covered:** Global with members in over 70 countries
- **Date of creation:** 1983
- **Date of joining ERA:** 2006
- **Number of people working in the association (FTE):** 75
- **Rental sectors covered:** Powered Access
- **Membership:** Over 1,400 members (manufacturers, dealers and distributors, users and training companies; including 470 rental companies)
- **Representation in ERA Committees:** National Associations, Sustainability, Promotion, Technical

Services to members

- Legislative monitoring
- Terms & Conditions
- Technical Hotline
- Member Events
- Webinars
- Lobbying and Representation
- Networking & Sponsorship Opportunities

Market statistics

- IPAF Rental Market report
- IPAF Global Safety Report

Activities, Events and Resources

- Training and e-learning
- IPAF Rental+ certification
- Resource library
- IPAF Powered Access magazine – UK & Ireland Audience
- IPAF Journal – The German IPAF Magazine
- IPAF Informa – The Italian IPAF Safety Magazine
- Events and webinars





NAAST

Национальная Ассоциация Арендодателей Строительной Техники

NATIONAL ASSOCIATION OF CONSTRUCTION EQUIPMENT RENTAL COMPANIES

Services to members


- Legal advice
- Technical advice
- Joint provision of services
- Common work with insurance companies
- Providing standard forms of documents, as well as instructions for the operation of machinery and equipment
- Research and providing market statistics
- Fight against equipment theft and late payments


Activities, Events and Resources

- Events (NAAST Forum)



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Russia

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 forum@naast.ru

 <https://naast.ru>

- **Countries covered:** Russia
- **Date of creation:** 2011
- **Date of joining ERA:** 2012
- **Number of people working in the association (FTE):** 2
- **Rental sectors covered:** Construction equipment
- **Membership:** 31 members (19 rental companies; 12 manufacturers and dealers)
- **Representation in ERA Committees:** National Associations


NORSK UTLEIEFORENING

Norwegian Rental Association



Contact details

 Næringslivets Hus
Middelthunsgate 27
0368 Oslo, Norway

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 post@norskutleieforening.no

 www.norskutleieforening.no

- **Countries covered:** Norway
- **Date of creation:** 2006
- **Date of joining ERA:** 2006
- **Number of people working in the association (FTE):** 2
- **Rental sectors covered:** General focus, all rental sectors
- **Membership:** 21 rental companies
- **Representation in ERA Committees:** National Associations, Statistics

Services to members

- Legal aid and legal services
- Regulatory monitoring
- Insurance services
- Public procurement assistance
- Training requirements
- Goods purchasing agreements

Market statistics

- Business Economy Barometer

Activities, Events and Resources

- Product group guideline





RENTALFÖRETAGEN

Swedish Rental Association

Services to members

- Terms & conditions
- Regulatory monitoring
- Education
- Personal Safety Introduction (PSI) safety sheet
- Classification system codes for construction machinery and equipment

Market statistics

- Yearly

Activities, Events and Resources

- Advice and guidelines
- Events: Rentaldagen – The Rental day
- Resources / Committees:
Access, Energy & Climate, Rental modules, Safety, Site huts



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-  www.rentalforetagen.se  [@rentalforetagen](https://www.facebook.com/rentalforetagen)
-  [Rentalforetagen](https://www.linkedin.com/company/rentalforetagen)  [Rentalforetagen](https://www.instagram.com/rentalforetagen)


- **Countries covered:** Sweden
- **Date of creation:** 2003
- **Date of joining ERA:** 2006
- **Number of people working in the association (FTE):** 2
- **Rental sectors covered:** General focus, all rental sectors
- **Membership:** 90 rental companies and 50 associate supplier companies
- **Representation in ERA Committees:** National Associations, Technical, Statistics, Promotion
- Rentalforetagen was formed in 2021 from the merger of Swedish Rental Association and Hyreskedjan

TEKNINEN KAUPPA

The Association of Finnish Technical Traders



Contact details

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FI-00130 Helsinki
Finland

 +358 040 197 3414  juha.ala-hiio@tekninen.fi

 www.tekninen.fi  @TekninenKauppa

 Teknisen Kaupan Liitto - The Association of Finnish Technical Traders

- **Countries covered:** Finland
- **Date of creation:** 1918
- **Date of joining ERA:** 2007
- **Number of people working in the association (FTE):** 7
- **Rental sectors covered:** All rental sectors. The association gathers members from the larger technical industry and has 22 sections of operations.
- **Membership:** 405 member companies (42 rental companies) and 4 associations
- **Representation in ERA Committees:** National Associations, Statistics

Services to members

- Regulatory monitoring, promoting shared interests and maintaining the competitiveness of the business
- Training and consulting services

Market statistics

- Market forecasts for 2021 and 2022 for construction machinery rental in Finland
- In addition to market surveillance, this section focuses on the business environment (customers, development projects, legislation) and the supervision of interest it requires.

Activities, Events and Resources

- Construction machine rental companies and companies importing construction machines are members of the Construction Machines section.
- Customers outside the construction industry, e.g. in process, shipbuilding, real estate and service industries, also use machine services.



TEKNINEN KAUPPA



VERHUREND NEDERLAND

Services to members

- Training
- Joint purchase of products
- Collective insurance and debt management
- Technical advice

Activities, Events and Resources

- Foro - Annual meeting
- Network sessions twice a year
- Company visits
- Joint Trade show visits



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 Verhurend Nederland  @verhurendnl

- **Countries covered:** Netherlands
- **Date of creation:** 2011
- **Date of joining ERA:** 2017
- **Number of people working in the association (FTE):** 2
- **Rental sectors covered:** General focus, all rental sectors (2 divisions: Catering, Event and Party rental; Machine rental)
- **Membership:** 106 rental companies
- **Representation in ERA Committees:** National Associations


VSAA/ASFP

Verband Schweizer Arbeitsbühnen
Anbieter / Association Suisse des
Fournisseurs de Plateformes de travail



Contact details

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 +41 61 228 90 30

 info@verbandvsaa.ch

 www.verbandvsaa.ch

- **Countries covered:** Switzerland
- **Date of creation:** 2009
- **Date of joining ERA:** 2019
- **Number of people working in the association (FTE):** 0.1
- **Rental sectors covered:** Powered Access
- **Membership:** 20 rental companies
- **Representation in ERA Committees:** National Associations

Services to members

- Issuing recommendations for the safety of aerial work platforms (training, maintenance, etc.)
- Contact with the authorities
- Dissemination of industry-relevant information

Market statistics

- Annual survey of industry indicators

Activities, Events and Resources

- Networking events
- Events for the exchange of experiences for trainers





ERA European Rental Association

Services to members

- Promotion of the rental concept
- Technical issues and equipment
- Statistics on the European rental market
- Sustainability
- Harmonisation of national regulations and EU public affairs
- Awareness of the challenges of the Future
- Support the rental associations

Market statistics

- ERA Market report
- ERA/IRN Rental tracker

Activities, Events and Resources

- Annual ERA Convention
- European Rental Awards
- ERA Equipment CO2 Calculator
- TCO Calculator
- Sustainable Supplier Framework
- Human Resources
- Other industry guides



EUROPEAN
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ERA - European
Rental Association



European Rental
Association

- **Countries covered:** Members must have operations in European countries
- **Date of creation:** 2006
- **Number of people working in the association (FTE):** 4
- **Membership:** 15 rental associations, 33 rental companies, 57 associate members

GRA

Global Rental Alliance



The **Global Rental Alliance (GRA)** is a networking organisation of equipment rental associations formed in 2003 to promote rental worldwide.

The Alliance creates an opportunity for members to learn from one another and discuss universal issues, such as promotion, sustainability, digitalisation, market penetration, safety, training and skills, and attracting talent to the industry.

The GRA has been administered by ERA since 2021.

The work of the GRA is currently focused on 3 main topics:

- **People** (recruitment and training)
- **Promotion of rental**
- **Sustainability**

For more information about the GRA, please contact ERA at era@erarental.org.

Current members of GRA include:



Brazilian Rental Association
(ANALOC)



Canadian Rental Association
(CRA)



Construction Equipment Rental Association, India (CERA)



European Rental Association
(ERA)



Hire and Rental Industry Association, Australia (HRIA)



Hire Association Europe
(HAE)



Hire Industry Association of New Zealand (HIANZ)



Japanese Construction and Rental Association (JCRA)



Global Rental Alliance



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