



Press release

Brussels, 27 June 2023

New website to provide information hub for European Rental Week

The European Rental Association (ERA) has announced the launch of the [European Rental Week website](#), which will serve as a hub for information and updates relating to the week.

The website includes information about the event and the theme for this year, as well as reasons to participate, ideas for activities and promotional materials to download. It will be further developed in the coming weeks and months to include links to information and activities across different countries, additional ideas for how to participate and more materials to use for promoting the rental business during the week.

Michel Petitjean, Secretary General of ERA, said:

“European Rental Week is a key initiative for our industry to bring the benefits of rental as a service provider and an employer to a bigger audience, both locally and across the continent. This website serves as a go to resource for the industry to find out everything they need to be able to participate in the week, to discover innovative ideas to promote the rental business and to access materials that they can use in their promotions.

“As we continue to develop the website and learn from the good practices of rental companies across the different countries of Europe, this will only strengthen the website as a resource and help us all to have a bigger impact when promoting the rental industry.”

About European Rental Week

European Rental Week is an annual event dedicated to the promotion of rental across Europe. It was developed in collaboration with the National Association and Promotion Committees of ERA. The first European Rental Week will take place from 9 to 15 October with the theme ‘Investing in People’.

The event aims to coordinate promotional activities from rental companies to improve the attractiveness of the industry, raise awareness of the rental concept and promote rental as a sustainable, cost-effective and resource-efficient solution. This year’s event will aim to focus activities on the promotion of the industry as an employer, as well as providing an opportunity to promote rental in general.

Activities within different countries will be coordinated and promoted by the national associations within the European Rental Week framework.

Visit the website: <https://europeanrentalweek.eu/>

If you would like to know more about European Rental Week, please contact the ERA team at era@erarental.org.

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About ERA

The European Rental Association was created in 2006 to represent national rental associations and equipment rental companies in Europe. Today, the membership includes well over 5,000 rental companies, either directly or through 17 rental associations. ERA is active through its committees in the fields of Promotion, Sustainability, Statistics and Technical, and through its working groups, including the Future Group and the OSH Working Group.

Extensive information on ERA's activities, reports, and publications is available on the ERA website at <https://www.erarental.org>

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