



PLENARY SESSION – PART 2– Evolving Customer Expectations and an Expanding Industry Scope

ERA CONVENTION 2026

Evolving customer expectations

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#ERAConvention2026



2-4 JUNE 2026



CUSTOMERS EXPECT MORE THAN A SIMPLE ASSET.

How partnerships are turning rental companies into solution providers.

01 · THE SHIFT



**RENTAL HAS
CHANGED.
SO HAVE
CUSTOMERS.**

CUSTOMER EXPECTATIONS HAVE FUNDAMENTALLY CHANGED



HISTORICALLY

Transactional supplier

Transactional, asset-led relationships
Conversations centred on the machine itself
Price and availability dominated decisions
Outcomes were the customer's problem to solve

NOW

Strategic problem-solver

Outcome-based, integrated conversations
Reliability and expertise weigh more than spec sheets
Sustainability guidance and emissions reporting expected
Customers want a partner, not just a product



02 • THE THESIS

NO COMPANY SOLVES THIS ALONE.

Customer confidence is built where rental scale meets specialist expertise.

THE GREENER x SUNBELT STORY



Three pairings that turn capability into customer confidence.

RENTAL SCALE



SPECIALIST EXPERTISE

National coverage and asset depth combined with deep battery and energy know-how.

OPERATIONAL DELIVERY



ENERGY INTELLIGENCE

On-the-ground logistics meets real-time data, monitoring and remote support.

CUSTOMER RELATIONSHIPS



INNOVATION

Long-standing customer trust paired with continuous product and software innovation.

CAREY'S CONSTRUCTION



How to: reduce emissions
with a 300kVA generator

Powering tower cranes with Greener mobile batteries - YouTube

CAREY'S CONSTRUCTION



THE CHALLENGE: Power 2 x 350A start up tower cranes off grid
THE NORM : 2 x large diesel generators to cover the peak loads – totalling 800kVA.
THE GREENER POWER SOLUTION: 1 x 318kVA/422kWh BESS & 1 x 300kVA diesel generator

Business case modelled on Greener +Solutions to understand the commercial and environmental benefits.

Proposed solution
Off-grid solution



Battery
Greener 422
318 kVA
250 kW
422 kWh

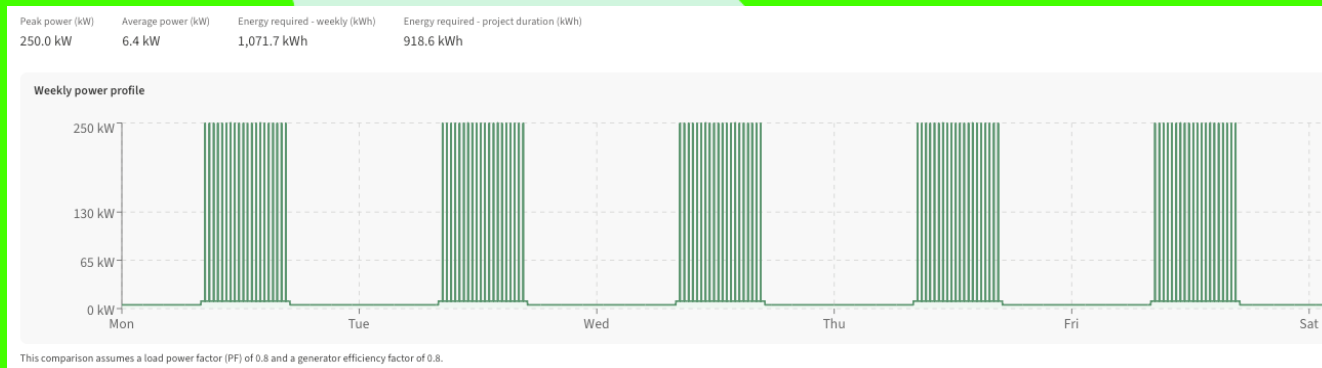


Generator
Sunbelt Generator 300kVA
300 kVA



Greener EMS system
Full EMS site control
Cloud based insights
24/7 monitoring

Conventional setup
1 x 800 kVA generator(s)



Business case comparison
11 Nov 2024 / 17 Nov 2024

Cost	Conventional setup	Greener hybrid setup	Savings	
Rental costs	£1,200.00	£4,100.00	+£2,900.00	+242%
Additional costs	£0.00	£0.00		
Fuel costs	£5,698.71	£461.18	-£5,237.53	-92%
Weekly cost estimates	£6,898.71	£4,561.18	-£2,337.53	-34%

Environmental	Conventional setup	Greener hybrid setup	Savings	
Total generator running hours	168.0 hours	8.0 hours	-160.0 hours	-95%
Fuel usage	4,383.6 litres	354.8 litres	-4,028.9 litres	-92%
CO ₂ emissions	14.2 tonnes	1.2 tonnes	-13.0 tonnes	-92%
NOx emissions	65.8 kg	5.3 kg	-60.4 kg	-92%
Reduced noise pollution	✗	✓		

CAREY'S CONSTRUCTION



MONTHLY SAVINGS REPORTS: Proving the real value of the solutions to the client.
AUTOMATED GENERATOR BREAKDOWN ALERTS: Improving engineer response time and reducing downtime.
CLEANER QUIETER WORKING ENVIRONMENT: Package in an enclosed space – less fumes for work force.
REDUCED GENERATOR SERVICING: 93% reduction in generator hours.

GREENER

Alert Notification

Project: Carey's 2 x Tower Crane - A1422201

Event Time (UTC): 2025-05-20 08:56:19

Event Time (Europe/London): 2025-05-20 09:56:19

Address: Fryers Road, Bloxwich, Walsall, WS2 7LZ, United Kingdom

Alert Details:
Battery GREENER_088 (Ilse) requested AC input from genset on relay 9, but did not receive it. Opening the starter relay and removing the genset from the list of used gensets.
Current Battery SoC: 44.01%
Current SoC trend (indicative): -4.1% / hr
Current estimated time to battery shut-off: 8 hours, 46 minutes
Please check the genset connected on relay 9.

Alert emitted by: GREENER_088 (Ilse)

[View Project Details](#)

CAREY'S 2 X TOWER CRANE - A1422201 - 800KVA - JUN25

1 - 30 Jun 2025

Savings

The ribbon below shows how much emissions savings has been realized by using this setup, instead of a conventional setup using only diesel generators.

**Savings estimated compared to using only 1 diesel generator of 800 kVA.*

Icon	Category	Value	Percentage
	hours saved	667 h	93%
	fuel saved	16728 L	90%
	CO2 saved	54 ton	90%
	NOx saved	254 kg	90%

Output power

Min: 0.95 kW
Mean: 12.46 kW
Max: 202.24 kW



03 · WHAT'S TRANSFORMING THE INDUSTRY

FOUR SHIFTS TRANSFORMING RENTAL.

01

SHIFT 01 · TECHNOLOGY

LITHIUM TURNED TEMPORARY POWER FROM NICHE TO MAINSTREAM

From lead-acid to lithium. The shift to modern lithium batteries has moved temporary power out of the niche and into mainstream rental fleets.

Customer trust is here. Improved performance and real-world deployment have made batteries a reliable alternative to diesel.

A managed energy system. Battery systems are no longer standalone assets — they are actively managed, intelligent energy systems.



02

SHIFT 02 · DEPLOYMENT

REMOTE INSTALLATION AND TROUBLESHOOTING UNLOCK NEW UPTIME

Site complexity, reduced. Remote commissioning means solutions are deployed faster, with fewer on-site dependencies.

Faster resolution. Issues that once required a visit are now diagnosed and resolved remotely, lifting customer uptime.

Operational simplification. The customer experience shifts from project-managing equipment to receiving a working outcome.



03

SHIFT 03 · MONITORING

REAL-TIME ALERTS MOVE ASSETS FROM REACTIVE TO PROACTIVE



From reactive to managed. An always-on uptime centre transforms battery systems from break-fix equipment into proactively managed energy assets.

Reliability, predictability, confidence. Customers get fewer surprises, a clearer view of performance, and assurance that someone is watching.

Service becomes the product. The intelligence layer — not just the box — is what customers increasingly choose between.

04

SHIFT 04 · REPORTING

CROSS-FLEET DATA UNLOCKS FLEET-WIDE SUSTAINABILITY



One unified view. Greener software is being integrated across the wider Sunbelt fleet, giving customers a single window into their energy use.

Sustainability, reported. Load patterns, CO₂ calculations and emissions reporting are produced across equipment types — not just batteries.

Cross-fleet intelligence. Rental companies can now offer customers fleet-level insight, not isolated asset data.



05 · THE TAKEAWAY

**Battery technology alone
does not drive adoption —
confidence does.**

By combining intelligent systems, data and operational expertise, we turn innovation into trusted customer solutions.



THANK YOU.

ANY QUESTIONS?