



KHL Group journalists bring you the news from the massive Intermat exhibition in Paris, France held on 20 - 25 April.

Paris collections



Etramo's Johnny Vancraybex with SOSbooster's Estelle Dony, at Intermat.

Battery specialist gets rental boost at Intermat

Sometimes luck plays a big part in business. For Belgian company SOSbooster.com - producer of portable battery boosters and jump start devices - the good fortune was finding itself exhibiting at Intermat next to fellow Belgian company Etramo.

SOSboosters is used to selling into the automotive, commercial truck and military markets, but it was Etramo, which sells portable conveyor belts and other compact equipment to the rental market, who immediately saw the potential to sell the battery devices to rental companies.

The products include portable 12v and 24 v battery boosters and jump starters that will either jump start an engine powered machine with a flat battery, or provide just enough of a power boost to move a battery powered machine to a delivery truck. A new version of the booster now comes with an integrated light tester for checking that rear lights on a trailer are operating correctly, a product that was of particular interest to Etramo.

Etramo's general manager, Johnny Vancraybex, told *IRN*; "I think that every rental company can use these products. I haven't yet met a rental company that doesn't have trailers or scissor lifts. They all need to check the taillights, and they all have battery powered equipment. Nobody likes it when there is equipment stuck because of a flat battery. I see a big potential for it."

Estelle Dony, SOSbooster's export assistant, said the company had some experience with rental - DK Rentals in Belgium (now part of Lavendon Group) is a past customer - but its strength is its automotive distribution network; "Etramo has contacts and customers in rental. We know there is a huge rental market - we just needed the contacts."