

INSTANT UPRIGHT FORMS NEW PARTNERSHIP IN ROMANIA

Instant UpRight, manufacturers of Instant, the world's leading aluminium tower system have formed a new partnership agreement with Industrial Access in Romania. The agreement was reached at the recent APEX show in Maastricht.

In 2005 Stefan Ponea started Industrial Access with just \$3000 of capital investment. He sold 90% of the company to a private investment fund, Balkan Accession Fund and retained 10%. By the end of 2008 the company will achieve a turnover of €6.5 million.

The company operates from six branches in Romania, with a further three branches to be added by the end of 2008. Specialising in construction equipment rental, and currently holding a fleet of 450 powered access machines and small construction equipment (generators, compressors, welding generators, power-washers, lighting towers) Industrial Access provides integrated services to more than 400 clients in the construction, logistics, agri-business, shipyard, public service, mining and oil sectors.

Industrial Access's strategy has been only to distribute premier brands which focus on the professional user. The addition of the INSTANT tower brand is in line with their goal to provide their 400 plus customer base with brand leading high quality rental equipment. Other distribution rights exist with a number of leading access and lifting equipment companies such as JLG, NiftyLift, Geda, Atlas Copco and Godwin Pumps.

The company will rent and sell Instant Span 300 as complete towers to its customer base which they will collect from IA branches. This method of renting towers simplifies the product offering and guarantees a consistent inventory of common components which are more easily managed by the existing branch staff.

In terms of key purchasing factors, brand positioning and return on investment are high on the list of Industrial Access. The Instant Span 300 Tower which is constructed from lightweight aluminium, is highly durable and enjoys an average lifespan of ten to fifteen

years. Its design includes the 'Instant Rib-Grip Joint' which is proven to be up to three times stronger than towers with welded joints.

Stefan Ponea commenting on the company's new partnership with Instant UpRight said "Industrial Access has a clear strategy for rapid growth offering premium brands which deliver a high return on investment. The addition of the Instant Span 300 Tower will allow us to offer our customers a product which has proved it can perform in the world's rental markets".

IMAGES

Image 1

Mr. Stefan Ponea, CEO of Industrial Access

Image 2

From Left to Right: Jaroslaw Jelinek – Eastern Europe Sales & Account Representative, Instant UpRight, Stefan Ponea, CEO of Industrial Access; Markku Tuliniemi – District Manager for Instant UpRight



Image 1



Image 2

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