

**PROFILE**  
continued

Hiretech was selling into Australia and New Zealand through a re-seller for many years before setting up Hiretech Pty Ltd with that re-seller's salesman in May 1997. Mark Rogers contends that the company now has a dominant 80% share of the Australian market. With this expansion in these export markets, including Europe, the UK domestic market now accounts for 40% of Hiretech's production. 90% of this is supplied to the rental market, with building and maintenance contractors accounting for the balance.

**New abrasives and varnishes**

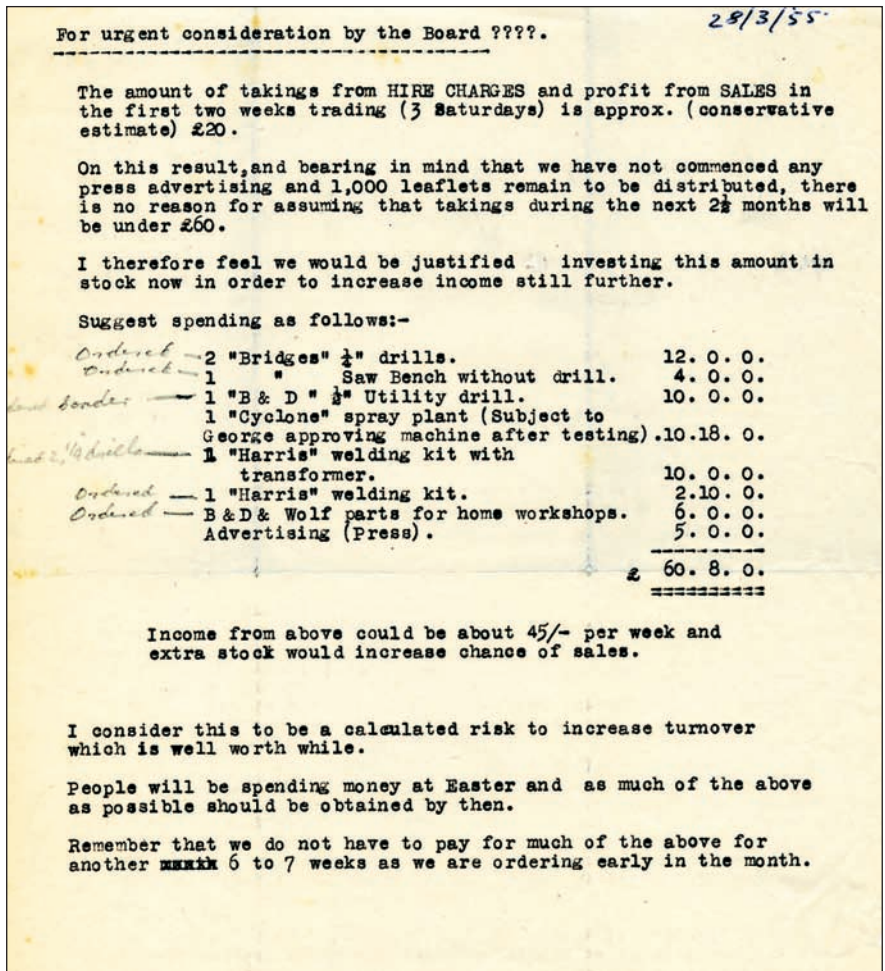
New for the UK from Hiretech is a range of floor sanding abrasives. "The key is to produce a quality abrasive that allows a machine to perform to its best. The market has been driven down on price and, generally, poor quality. It leads to premature wear and tear on the machine and is like putting a cheap radial tyre on a high performance car. We are introducing a specially packaged range of abrasives for the hire industry and they will be available next month."

In early summer, we can also expect to see from Hiretech a new line of varnishes and lacquers, developed in partnership with Swedish



Hiretech is launching a new wallpaper stripper in June.

producer Bona Kemi, described by Mark Rogers as "one of the world's leading manufacturers. These high performance products are safe and environmentally friendly. The company has a fabulous reputation within the trade market and we have worked with it to produce these products for the tool and equipment hire industry.



"The industry is in its infancy in terms of realising the potential in consumable sales and we are confident that these products will add value to our customers' ranges." In June, we can also expect the new HTW5 wallpaper stripper from Hiretech. It will feature a new steam plate rail system to attach the steam plate to the machine and will be available in a range of up to six colours.

All the evidence is that Hiretech, under Mark Rogers, will be as dynamic as the company was under his legendary father. Born in the flat above the original hire shop in Wembley High Road, Mark's playground was the hire yard and he has developed a similar affinity with the industry that his father founded. Now operating as a manufacturer and distributor to the world wide hire market, his Hiretech seems set to play as important a role in shaping the industry's future as his father did all those years ago. ●

T 01923 252230  
W www.hiretech.biz

John Rogers' board presentation, dated 28 March 1955, arguing the case to invest £60 in new hire fleet equipment.