

*PRESS RELEASE – FOR IMMEDIATE RELEASE – SPL010607 –New Depot*

## **Smart's new depot**

Powered access provider Smart Platforms Rentals has recently announced the opening of its second depot in Marston, near Sutton Coldfield. The 5,500 sq ft facility runs a fleet of 15 truck mount platforms that compliments its parent Orbital depot based in St Albans that has been successfully serving the signage sector in the south east of England for over 5 years.

With the development of an enthusiastic customer base that has developed organically Smart have chosen to open a second depot that can serve signage customers whose business is more Midlands and Northerly based. 'The depot's nearby motorway location is strategically situated to facilitate work from the M1, M42 and M6 corridors, as well as serving the immediate West Midlands region', stated Guy Willett; recently appointed Commercial Director.

Smart pioneered the hire of self drive truck mounted aerial platforms in the UK with many signage contractors appreciating the benefits of being able to work at height on their terms. 'With daily hire rates at a fraction of the cost of hiring self-propelled equipment, no down time waiting on site for a machine to arrive and the ability to control when the machine is collected and returned, more signage businesses are seeing a positive impact on their margins by adopting the self drive model.'

The depot opening coincides with a £1.5 million investment in Smart's fleet over the forthcoming 12 months and this month sees the taking delivery of the first '07 plated trucks from CTE. 'We firmly believe that there are many signage contractors yet to take full advantage of the self drive option for work at height. At Smart we want to make greater numbers of up to date machines available with a wider geographical coverage to fully address this need.'

END

# smart ▶▶▶ press release



# smart ▶▶▶ press release

For 300dpi photography see attached files

Caption:

**Smart Midlands fleet with its most recent arrival**

**Editorial Enquiries: (Not to be published)**

Marketing Manager

Smart Platform Rental Limited

London Orbital Depot

High Street

Colney Heath

Nr St Albans

Herts

AL4 0NU

t. 0871 8719292

f. 0871 8719393

e. [info@smartplatforms.co.uk](mailto:info@smartplatforms.co.uk)

All images can be supplied in higher resolution format if required. Please let me know if you wish me to forward them to you.

For colour separation requests please contact editorial enquiries above