

## Pump rentals positively impact the bottom line

There are significant advantages aligned to using pump rental, while simultaneously reducing capital costs. However, this is still not a common practice in South Africa, unlike more mature markets such as Europe and the US, explains Lee Vine, GM of Integrated Pump Rental, a sister company to Integrated Pump Technology.



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### Vine says the local market is often unsure about relying on the equipment and services of a third party.

"It is quite typical for South African companies to feel that owning their own pumps is the only route available to them. However, by aligning themselves with a knowledgeable and well-equipped rental company they will be able to quickly realise that, in many instances, rental provides them with market advantages," says Vine. This is the reason behind the launch of Integrated Pump Rental.

Its rental fleet includes Grindex submersible drainage and dewatering pumps, diesel-driven pumps and accessories. In addition, value-add services, such as dam cleaning and pontoons, pump flotation modules and pipe floats, are available. All products used by Integrated Pump Rental are ISO 9001-certified. Full technical advice on the most suitable pump for

specific applications is provided by its team, Vine explains.

He points out that, for smaller companies, owning their own pumps is really not an option. "This factor excludes them from bidding for contracts which call for the use of pumps. Access to a reliable pump rental source could be the all-important differentiator when tenders are awarded. In another instance, contractors may be awarded an entire contract but are forced to sub-contract the pumping portion of the contract, thus diluting their possible profit margin.

"Two of the main advantages of renting, as opposed to buying pumps, are that they are not added to the company's balance sheet and are fully deductible as a company expense. Cash flow is also not adversely affected by renting pumps as there is no large capital outlay."

By entering into a rental agreement

based on the projected time of rental, customers are able to ascertain upfront what their rental costs will be, Vine says. "In addition, there is no depreciation of equipment, since the contractor simply returns the pump to the rental company after the pumping portion of the contract is completed.

"Part of Integrated Pump Rental's service level agreement (SLA) is the provision of a full maintenance service. This entails regular inspections of pumps before and during contracts to ensure that uptime is emphasised.

"Routine testing and ongoing maintenance of our pump fleet by our experienced team of technicians provides customers with the reassurance that pump availability remains high. Should a pump be taken out of service, it will be immediately replaced with a similar pump to ensure continuity of operation," Vine explains. ■

