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## PRESS RELEASE

Wolvertem, July 8 2014

### **Sarens Group completes rebranding efforts in North America.**

The Sarens Group, global leader in crane rental services, heavy lifting and special transport projects, recently announced the completion of rebranding efforts for its business units in North America. Sarens USA and Sarens Canada have become the official trade names under which Sarens will regionally market their services, replacing the Rigging International and Canada Crane Services names, respectively.

Sarens' presence in North America has steadily been increasing over the last five years, first with the acquisition of US based Rigging International in 2009, followed by the purchase of Canada Crane Services in 2010.

Mike Hussey, Regional Director for Sarens North America commented on the recent changes: "The North American market is strategically important to our organization, as reflected in the investments we have made in Canada and the US. Since our acquisition of companies in both countries we have continued to develop those business units and expect further investments as customer demand for our services increases."

Key objective of the recent rebranding was to establish a clear connection between the local business units and the Sarens Group. "The strength of our organization since becoming part of the Sarens Group has increased significantly, combining our local knowledge with the global experience and resources of the Group. As part of the Sarens Group we have the ability to leverage our global presence and our organization to serve our customers and their heavy lift, engineered transport and specialized rigging needs, here in Canada and the US or around the globe", Hussey continued.

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### **About Sarens**

The Sarens Group, a Belgium based family owned company, has been providing heavy lift, engineered transport and specialized rigging services for over 55 years, building a thriving global enterprise that today operates in 60 countries on 6 different continents. The success of the Sarens Group as a specialist of the extraordinary is built around an unwavering commitment to safety, engineering creativity, and operational excellence. With state of the art design tools and one of the world's largest inventories of cranes, transporters, and specialty rigging equipment, along with a team of highly skilled professionals, the Sarens Group is an international market leader in its field. Employing more than 4,200 dedicated employees who embody the spirit of the company's motto, "Nothing too heavy, Nothing too high", the Sarens Group is well prepared to support its customers' heavy lift, engineered transport and specialized transport requirements around the globe and across every market sector.

Sarens USA has offices in Alameda, CA, Santa Fe Springs, CA, Missoula, MT, Houston, TX and Rowesville, SC, as well as representatives strategically placed around the country. Sarens Canada offices are located in Edmonton Alberta and Saint John, New Brunswick.

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