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Belle launches Altrad Scaffolding UK at Executive Hire Show

Belle Group will use the upcoming Executive Hire Show in February to spearhead the UK launch of a range of façade scaffolds and Plettac branded multi-directional system scaffolding produced by its parent company, the French-based Altrad Group.

One of the prime aims of Altrad's acquisition of Belle was to use the UK company to better penetrate the UK market for its range of light equipment and scaffolding. Altrad is one of the largest suppliers of scaffolding in Europe, with scaffolding representing around 70% of its €445 million revenues in the year to August 2009.

Dr Mohed Altrad, the Syrian-born founder of Altrad Group, told IRN several months ago that his view was that over the longer term, the UK's heavy use of traditional tube and fitting scaffolding would shift towards more modern types of equipment; "We think the UK model [of scaffold use] has to disappear."

In addition to launching the Altrad scaffolds, Belle will show its own concrete mixers alongside Altrad's Baromix range for the first time. In addition, Belle will use the show to exhibit improved plate Compactors and an all-new trench rammer. The Executive Hire Show takes place at the Ricoh Arena in Coventry, UK on 3 and 4 February 2010. The venue is located close to Birmingham International Airport and has good rail connections to London and the North of the UK. For more details on the show, visit www.executivehireshow.co.uk.

<http://www.khl.com/magazines/international-rental-news/detail/item50495/>

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