



Nolomarket looking for 30% annual growth



Giuseppe Brai

Nolomarket, the Italian equipment and events rental company, plans new depot openings in the north of the country and is targeting annual growth of between 25 and 30% in the coming years.

The company is part of the Brai Group based in Cesena near Rimini in the north east of the country, and was established three years ago as a sister company to Nolobrai, the group's national truck rental company.

Giuseppe Brai told *ERN* that the parent company had invested Lira 8 billion (€4,1 million) in equipment in the past three years – including generators, gardening equipment, aerial platforms and compressors – and that the aim was to grow the entire rental business by up to 30% per year. New Nolomarket rental locations may be opened in Milan and in Bologna, although there are no current plans to open depots further south.

Mr Brai said that there was a growing demand for generators at events and shows, and also for aerial platforms.

