



A-Plant Officially Rebranded as Sunbelt

June 1, 2020

Sunbelt Rentals has officially launched in the UK and Ireland, following the announcement earlier this year that Ashtead's UK business A-Plant would be rebranded to align with its counterpart in North America.

The rebranding is part of a strategic review in which the company is investing in its equipment fleet and business operations, as well as continuing to invest in its staff.

Andy Wright, CEO of Sunbelt Rentals in the UK, said, "Through our team of empowered, engaged and motivated experts, we have a shared mission: to deliver a world-class rental experience.

"We believe that by rebranding the business to Sunbelt Rentals and by bringing together all of our specialist businesses into one joined-up group of complementary rental offerings, we are able to create the platform to be able do this."

The Sunbelt Rentals brand will operate across all 195 locations in the UK and Ireland. All 18 of the company's existing specialist divisions have also been aligned as part of the process to create one single overall identity, whilst retaining the individual specialist activities and expertise.

Over the coming months Sunbelt Rentals will be implementing a range of new processes and technology-driven enhancements to its customer offering.

Further to this, Sunbelt Rentals is planning to launch its 2025 Sustainability Strategy in the UK this summer.

The strategy will focus on responsible ways of working, creating a positive environmental impact, whilst delivering social value and ensuring the creation of sustainable legacies for local communities.