



IS THE CONSTRUCTION INDUSTRY GREEN ABOUT BEING GREEN?

Arc-Gen is the UK's leading supplier of premium generators and has just won a coveted 'environment' award for one of its products.

Chief executive Mark Hodgkins is passionate about the issue and is calling for the industry to take a long hard look at what it can do improve its 'green' credentials.

He said: "As a society we are becoming increasingly environmentally conscious but we are also extremely image conscious too and this transcends to the construction site where a 'good looking' piece of kit is believed to be as important as its performance.

"When we think of being 'green' we automatically consider cutting emissions. Although this is very important it is not enough. We have to start considering the entire life-cycle of machinery and the scarce natural resources that are consumed in manufacturing, in our case generator sets.

"A machine that can provide efficient and reliable service for up to 15 years can massively reduce the consumption of raw materials. These machines may not be the 'prettiest' to hire because they show signs of aging but it doesn't mean they don't function as well. Our generators have a reputation for being solid, long-lasting and trustworthy and, therefore, for getting the most out of the resources consumed during their manufacture."

ENDS

If you would like to progress this feature opportunity further please contact Jo Mathers at Seal Communications on 0121 200 0780

Notes:

- *Arc-Gen is focusing on improving the environmental impact of all its products featuring mobile generators, welders, lighting towers and plasma cutters which are supplied to the rental, construction and fabrication markets*

- *Arc-Gen's flagship product the Weldmaker 300AVC was the outright winner of the Green Zone Award at the 2008 Executive Hire News Trade Show*
- *The company demonstrated that its welder generator's low emissions, high fuel efficiency and its super silent operation contributed to an improved carbon footprint and reduced impact upon the environment*