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## **GREEN MACHINE WINS TOP AWARD FOR ARC-GEN**

One of the UK's leading suppliers of welder generators is proving it's at the forefront of addressing the environmental issues facing the construction industry by scooping a top industry 'Green' award.

Midlands-based Arc-Gen won the Green Zone Award at the annual Executive Hire News Trade Show, which recently took place at the Ricoh arena in Coventry. Voted for by visitors to the show, the company's Weldmaker 300AVC was recognised for its low emissions, high fuel efficiency and its low noise output, all of which contribute to an improved carbon footprint and impact on the environment.

Arc-Gen's chief executive Mark Hodgkins said: "The environment is a huge issue facing all businesses. We are obviously proud to have won this award as it proves that our generators are leading the way when it comes to cutting carbon emissions. It is even sweeter given the hirers who use our products were the ones who gave us their vote."

There were eight products short-listed for the Green Zone award, which was drawn up by a panel of independent judges including key industry figures. The award was launched by the organisers to 'recognise plant and equipment manufacturers making a step change in their commitment to a sustainable environment'.

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Mark Hodgkins added: “Winning this award is just part of addressing the green issues in our industry. We have to consider the entire life-span of the equipment we use because of the natural resources consumed in manufacturing each unit. As our machines are recognised for providing an efficient and reliable service, they naturally use fewer raw materials because they last that much longer than the average machine.”

When commenting on the 300AVC the judges described it as a ‘commonly used hire item, which can be used for a variety of tasks and could make an important contribution to protecting the environment. Additionally, it is believed the product meets a number of green criteria, including reduced atmospheric pollution, conserving fuel resources and keeping noise levels to a minimum’.

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.

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**Photo caption: From left, commercial director of award sponsors Speedy Hire plc, Mike McGrath presents the Green Zone Award to Arc-Gen sales director Andy Munford.**

**For further information please contact Jo Mathers at Seal Communications on 0121 200 0780**