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Executive Hire Show 2009 A Success for Scott Brothers

(6th March, 2009) Scott Brothers Ltd., the specialist distributor of innovative portable cooling solutions, announces that exhibiting for the first time at the Executive Hire Show 2009 was a huge success. Scott profited from the opportunity to meet with companies in the hire industry and discuss the benefits of portable air cooler hire when exhibiting its range of coolers.

Scott Brothers, the sole distributor of the Seeley range of portable evaporative coolers to the UK hire and retail markets, showcased a number of coolers from the innovative Seeley Convair and Breezair ranges and secured several new stockists and leads. In addition, Scott Brothers unveiled its SCOTTair brand of coolers. The new range, exclusive to Scott Brothers, includes the SCOTTair SA15 (for areas up to 30m²), the SCOTTair SA35 (for areas up to 45m²) and the SCOTTair SA06 (for areas up to 80m²).

Duncan Pratt-Thompson, Head of Sales at Scott Brothers Ltd, comments, "This was our first time at the Executive Hire Show and it was a very successful show for us. Our stand gave hire companies the opportunity to see the best selection of portable air coolers in one place. The main show stopper was the newly launched SCOTTair SA06, which has a very high airflow rate against a relatively low cost for this type of machine. We had a lot of interest from some of the bigger tool and event hire companies who are keen to add our coolers to their fleet."

Portable air coolers are ideal as temporary cooling solutions, particularly suited to the hire and professional trade markets. Air cooler hire is steadily growing in the UK, leading to increased opportunities for many hire stores who are expanding their offerings. In our unpredictable British climate hiring an air cooler is a quick, easy and cost effective solution when air conditioning is needed in a hurry, during sudden heat waves. Hire companies are now realising the advantages of being able to offer a wide selection of portable cooling solutions and are starting to stock portable air coolers in anticipation of a ramp up in demand in 2009 as weather improves in the UK.

Duncan comments "Scott is focused on developing wide spread adoption of portable evaporative coolers in the hire industry, suitable for cooling a large number of facilities from homes, offices and smaller rooms such as a conservatory or bedroom, through to factories, larger warehouse units, mezzanine floors, shops, showrooms, conference rooms and temporary tents and marquees. The units are very convenient for use at events and have many outdoors applications, thus are particularly suited to the hire and professional trade markets."

From its purpose-built base in Cheshire, Scott Brothers offers complete stock and full spare parts support in addition to a technical helpline and on-site training to trade and hire customers. For more information on the range of portable evaporative coolers, please call Scott Brothers on +44 (0)1477 539 500, alternatively e-mail sales@scott-air-cooling.co.uk or visit www.scott-air-cooling.co.uk

If you would like to receive Scott Brothers' quarterly newsletter, please email sbl@scottpr.com

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