



## rental **inventory**

We have the largest inventory of rental equipment in the Midwest available for immediate delivery.

# RENTAL **EQUIPMENT**

**Yours when you need it.  
Ours when you don't.**

Renting gives you the capability to conserve capital as your business needs change.

We can help you with short-term and long-term rentals. With over 900 pieces of fully equipped, newer model, dependable equipment—available by the day, week or month—we have what you need.



Scan the QR Code to **Request A Rental** at [morrison-ind.com](http://morrison-ind.com).

- Forklifts
- Aerial Lifts
- Industrial Sweepers
- Industrial Scrubbers
- Utility Vehicles
- Walkie Stackers
- Very Narrow Aisle Forklifts

*and much more!*

# CUSTOMER **ADVANTAGE RATE**™

Did you know that when other forklift rental companies use their "28 Day Month Billing" model, you actually get billed an extra 13th invoice each year? But, when you rent monthly from Morrison, we use *Full Calendar Month Billing* so you get just 12 invoices per year?

It is easy to see the advantage of Morrison's *Full Calendar Month Billing* in this illustration where a 30 day rental from Morrison vs. the other company resulted in a \$206 savings in just one month.

Our flexible Morrison *Customer Advantage Rate* (CAR) makes renting that much easier, affordable and stress-free.

We *automatically* adjust the price from the daily rate to the lower weekly rate for you. Same applies weekly to monthly. With the Morrison *Customer Advantage Rate* you always get the best deal.

## Full Calendar Month Billing vs. 28 Day Month Billing

### 30 Day Rental @ 28 Day Month Billing Rate

OTHER COMPANY



\$1150 4-Week Rate  
+ \$128 Daily Rate  
+ \$128 Daily Rate

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**\$1406** 30 days

### 30 Day Rental @ Full Calendar Month Rate

MORRISON INDUSTRIAL



**\$1200** 30 days

### 9 Day Rental @ Weekly Rate \$400

MORRISON INDUSTRIAL



\$400 One Week  
+ \$80 Daily C.A.R.  
+ \$80 Daily C.A.R.

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**\$560** 9 days

**Our math:**

Using the Morrison Customer Advantage Rate (CAR) for a 9 day rental, we take the weekly rate of \$400 divided by 5 days which equals \$80/day, then multiply \$80 x 9 which equals \$560. Simple. Straightforward.

### 9 Day Rental @ Weekly Rate \$383

OTHER COMPANY



\$383 One Week  
+ \$128 Daily Rate  
+ \$128 Daily Rate

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**\$639** 9 days

**Their math:**

For a 9 day rental they take their weekly rate of \$383 for 7 days and add their daily rate of \$128, twice. Not simple. And not exactly straightforward.