

# Rental MANAGEMENT

The Official Magazine of the American Rental Association



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January 2010

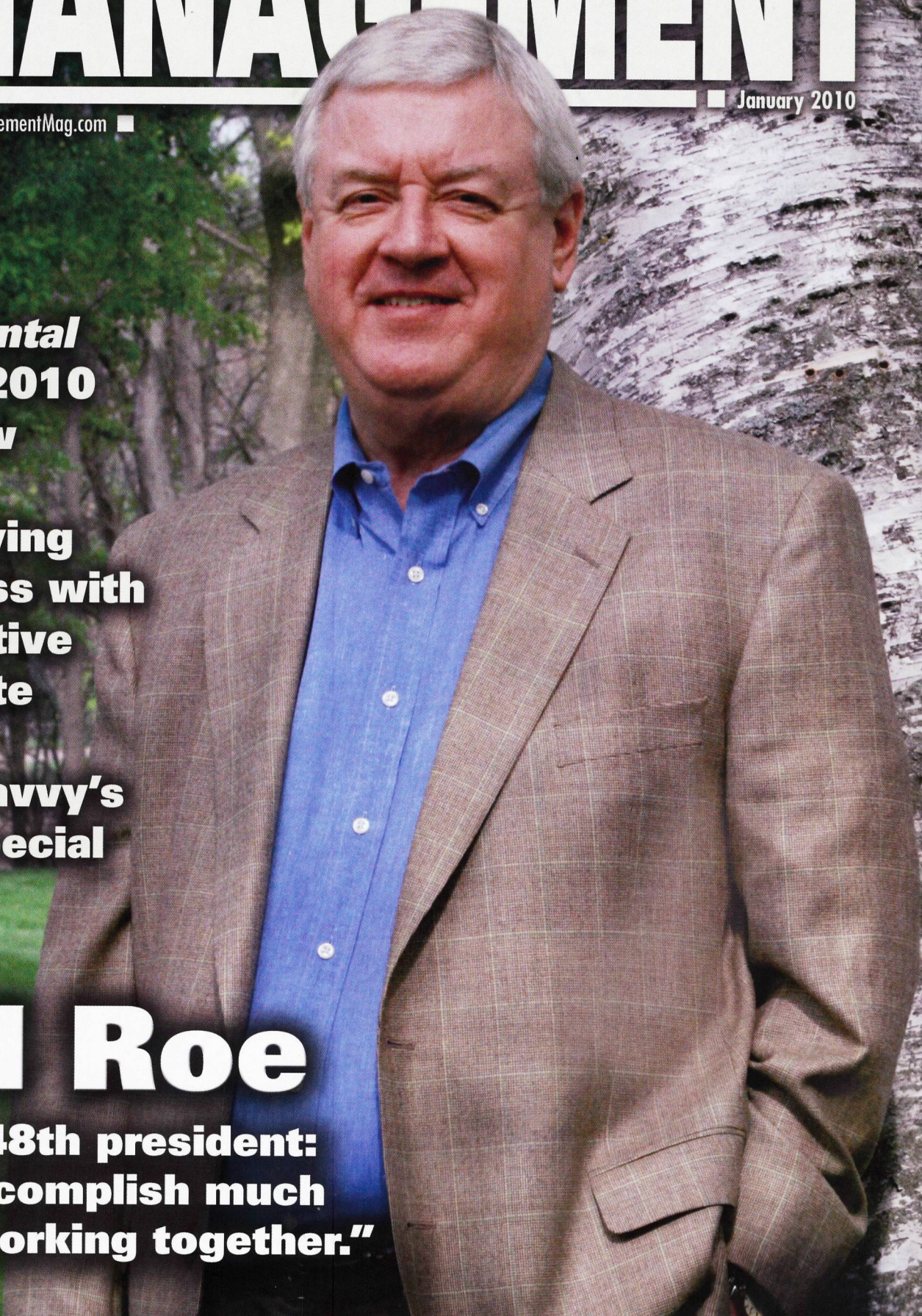
***The Rental  
Show 2010  
preview***

**Solidifying  
business with  
decorative  
concrete**

**PartySavvy's  
very special  
event**

## Hal Roe

**ARA's 48th president:  
"We accomplish much  
more working together."**





## Honda Power Equipment tiller

➔ The FRC800 rear-tine tiller from Honda Power Equipment, Alpharetta, Ga., features a one-step tine and drive engagement, a front bumper guard, a heavy-duty transmission and a debris shield. The tiller is powered by a GX series 4-stroke engine and the company says the Cyclone air filter allows for longer service intervals.



**Booth 3708**  
**770-497-6400**  
[www.hondapowerequipment.com](http://www.hondapowerequipment.com)

## Fluid Film lubricant, rust protector

◀ Fluid Film lubricant from Fluid Film, San Francisco, offers protection for tools and equipment exposed to salts, fertilizers and moisture. With no solvent content, Fluid Film will not evaporate, providing lasting lubrication for moving parts. The company says Fluid Film is safe to use on paint, plastic and synthetic rubbers. Fluid Film's lanolin base embeds into the pores of metal where it cuts off oxygen, neutralizing rust and loosening it for easier removal.



**Booth 1831**  
**888-387-3522**  
[www.fluid-film.com](http://www.fluid-film.com)

## Electric Eel Manufacturing drain cleaner

➔ The RF drain cleaning machine from Electric Eel Manufacturing, Springfield, Ohio, cleans 3- to 6-in. diameter lines up to 100 ft. and has a two-way auto cable feed that advances and retrieves cable with the push of a lever, while a cable guide spring keeps hands off the rotating cable. The reinforced cable cage is open for quick inspection and cleaning.

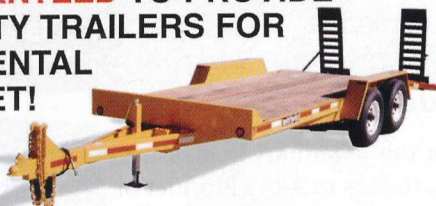


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