

Alberta Traffic Supply Ltd. Calgary Rental Division (Calgary, AB)

James Ramsden, *Divisional Rental Manager*

The rental divisions of Alberta Traffic Supply have been trusted leaders in traffic safety since 1966, and will continue to provide you with a safe working environment for your company and your working family personnel. We are in an industry that provides all your construction needs from signage, flashing barricades, and trailer-mount arrow boards to programmable message boards, flagman traffic lights, trench shoring, and many more safety items. We also have a division where we can provide the personnel to set up and manage your traffic control projects with all the proper traffic accommodation strategies and stamp-engineered drawings, where required.

When considering whether or not to rent or purchase, use the 75% rule: "The general rule of thumb is that, if you a contractor expect to use a piece of equipment more than 75% of the time—day in and day out, week after week, and month after month, throughout the year—then you should consider buying the equipment." Otherwise, rental is almost always the most cost-effective method.

Other benefits of rental are: no maintenance costs, no storage costs, no capital investment, and the added bonus of exceptional customer service from our rental division.

