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**FOR IMMEDIATE RELEASE**

## **Durante Rentals Acquires Quality Rent All, Inc. of Carmel, NY**

### **Newest Location Bolsters Durante's Reach into the Putnam County Area**

**New York, December 15, 2015** -- Durante Rentals, the leader in construction equipment rentals in the New York area with locations in Queens, the Bronx, Mt. Vernon and Elmsford, announced their new location today with the acquisition of Quality Rent All, Inc. Their fifth location, and third outside of the five boroughs of New York, is located in the Town of Kent at 333 Route 52, Carmel, New York.

Quality Rent All was established in 1989 by founders Tim and Marilyn Plummer. With a long track record of loyal and satisfied customers, Durante Rentals will continue to bring significant value to the current customer base as well as new customers throughout the Putnam County area. "The Plummers built a really nice business over the years and we are pleased that they will be our first acquisition. We are eager to welcome Quality Rent All customers and their staff to the Durante team", said John Durante, President of Durante Rentals. "We are extremely excited to work with their nephew, Lou Alagno, who has been promoted to manage the new store. Lou has 16 years of experience working for his aunt and uncle and has literally "grown up" in the business," said Durante.

Durante Rentals will expand the current product line with the addition of new equipment categories like [boom lifts](#), loaders, excavators, light towers and generators. There will be a large Takeuchi earth-moving machine presence as Durante Rentals, under their [New York Takeuchi](#) brand, is the area's authorized Takeuchi dealer offering new and used excavators, skid steers, track and wheel loaders for sale.

"This acquisition is critical to our rapid growth strategy in the New York area. It allows us to better serve our valued customers located north of our current Elmsford location", said CEO Anthony Durante. "It is perfectly aligned with our long-term goal of developing emerging markets to expand our overall presence."

"[Durante Rentals](#) has been extremely successful opening up cold starts in the NY Metro area. While there are sure to be challenges ahead, I know our talented staff will do a great job of integrating an existing company into our culture and our way of doing business", said Chris Jones, CFO and co-founder of Durante Rentals. "This successful integration will serve as the template for other potential acquisitions in the area."

With every new location they open, Durante makes a commitment to the community they do business in with strong ties to local charities, municipalities and other local businesses. Their aggressive re-branding of the Carmel store is sure to have a positive impact on the community and overall beautification of Route 52 in Carmel.

#### **About Durante Rentals**

Founded in 2009 by three entrepreneurs, Durante Rentals is the most trusted name in construction equipment and tool rentals in the NY tristate area. Construction professionals look to Durante for all their equipment needs including excavators, skid steers, light towers, generators, compressors, forklifts, air tools, boom lifts and more. Now with five convenient locations and counting, their geographic footprint

continues to expand while servicing all five boroughs of NYC, Westchester, Rockland and Putnam Counties, Connecticut and New Jersey. For more information about Durante Rentals, visit [www.DuranteRentals.com](http://www.DuranteRentals.com). For more information about their subdivision, New York Takeuchi, visit [www.NYTakeuchi.com](http://www.NYTakeuchi.com).

**About Quality Rent All, Inc.**

Quality Rent All was established in 1989 by founders Tim and Marilyn Plummer. The Plummers operated this location for the past 26 years offering power tools and equipment for rentals, sales and service to contractors, do-it-yourself enthusiasts, municipalities, schools, local businesses and professionals. The company built its reputation by providing quality tools and equipment with excellent customer service. Its slogan had always been, "Quality is more than a name - it is a standard we maintain."



**New Carmel Location (artist's rendition)**  
333 Route 52, Carmel, NY 10512

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