



PRESS RELEASE

CLEVELAND-BASED RENTAL OPERATION CELEBRATES DIAMOND ANNIVERSARY

Eastlake, OH (May 4, 2023) – Locally owned and operated family business celebrates six decades of success and service to the customers and communities they serve across Northeast Ohio. Handy Rents, headquartered in Eastlake, Ohio, is an equipment and full-line tool rental business specializing in solutions for light contractors, homeowners and DIY'ers.

HOW IT ALL BEGAN

The Handy Rents journey began in 1963 in Mayfield Heights, Ohio, originally as a United Rent-All franchise offering half-party and half-homeowner rentals. In 1983, Mike Miller, an employee, and his wife Terrie, purchased the business, changed the focus and moved into a new location in Euclid, Ohio.

Over the course of the next four years Handy Rents flourished. Mike and Terrie set forth with plans to develop a differentiated identity for the event side of the business – giving it a name and logo. In 1987, the Aladdin Rents brand and business was born. With expanded inventory, they were able to provide event rentals, expert setup and support for everything from outdoor commencement ceremonies and backyard weddings to corporate groundbreaking events and large-scale church festivals. Servicing east siders at Classic Park, home of the Lake County Captains, to covering event needs over on Cleveland's west side at Crocker Park, the business aims to be Cleveland's preferred partner for equipment and event rental needs.

WHERE WE ARE TODAY

Today, the company is led by Mike, President, and his son, Patrick Miller, Vice President and General Manager. What was once a single-store operation, now has seven locations in Chagrin Falls, Cleveland Heights, Eastlake, Elyria, Lorain, Mayfield Heights, and Painesville.



"We employ anywhere from 60 to 80 full-time employees due to the seasonality of our business and 17 of them have spent more than a decade with us." Mike attributes this to creating an inclusive culture – one that is centered around employee development and talent retention.

GIVING BACK TO THE COMMUNITY

The business has a long-term relationship with the Lake County School District providing on-the-job training for students and young adults with intellectual and/or developmental disabilities. "I am proud to be able to provide equitable access and exposure to vocational skills and functions of independent living in a work-based learning environment," said Mike. "It's one way we're giving back to the communities we serve."

Aladdin Rents also supports the annual Night to Shine event in Cleveland which is an unforgettable prom night experience for people with special needs sponsored by the Tim Tebow Foundation.

STRIVING FOR SUSTAINABLE GROWTH AND CONTINUED SUCCESS

In the last year, the company has received the following accolades demonstrating their commitment to driving sustainable growth:

- Recognized as a 2022 Market Mover in Rental Management
- Recognized as a 2022 Weatherhead 100 Winner through the Weatherhead School of Management at Case Western Reserve University
- Recognized as a Lake-Geauga Fast Track 50 Winner in 2019, 2021 and 2022

Patrick says, "I have been with the company for 17 years and look forward to one day celebrating our platinum anniversary." He goes on to share, "In looking ahead, we are focused on investing in new technologies that are revolutionizing the rental industry, making strategic investments in our fleet mix, expanding into new markets and staying loyal to our core values."

For additional information on Handy Rents, visit: <https://www.handyrents.com>.
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