

FAQ ISG + Elite

General

What does this acquisition mean?

Elite Equipment Rentals has acquired ISG Inc. and ISG Rents as part of a strategic growth initiative that expands capabilities, equipment availability, and geographic reach for both organizations.

Why did Elite acquire ISG?

ISG's 40+ year history, ISG's strong reputation, long-standing customer relationships, and regional expertise made it an ideal strategic fit for Elite's continued growth. Together, both companies can provide expanded resources and support while maintaining the customer-focused service both organizations are known for.

Customer Support & Relationships

Will my point of contact change?

No. You will continue working with the same team you already know and trust. There are no changes to your day-to-day contact or service relationships.

Who do I call if I have questions about my account?

Please continue reaching out to your regular ISG contact as you always have. Your account access and support process remain unchanged.

Pricing & Service

Will pricing or service agreements change?

No immediate pricing or contract changes are planned. Existing agreements and service relationships remain in place.

Will service levels change?

Yes, in a positive way. With access to a larger combined fleet and expanded capabilities across both companies, you'll benefit from faster availability, broader coverage, and enhanced support.

Will equipment availability improve?

Yes. The combined fleet will provide faster availability, additional equipment options, and improved operational flexibility.

Operations

Will locations change?

No location changes are planned at this time. Existing ISG facilities will remain operational.

Branding

Is ISG going away?

No. ISG will continue operating under its current name and brand during a phased transition period. Your team, contacts, and service experience remain the same.

Will ISG rebrand to Elite?

Over time, ISG will transition into the Elite Equipment Rentals brand through a phased approach. Any future branding updates will be communicated clearly and well in advance.

Will the ISG website change?

Minor updates may be made to reflect the partnership, but customers can continue using current ISG website and contact information as usual.

Questions

Who should I contact with additional questions?

Please contact your existing ISG representative with any questions regarding the partnership or your account.