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Cramo extends its partner agreement to support SOS Children's Villages

Cramo Group, Europe's second largest rental service company, specialising in equipment rental and rental of modular space, has prolonged its agreement as a partner to SOS Children's Villages. The initiative involves guaranteed financial support to SOS Children's Villages in the Baltic countries as well as access to expertise in marketing and access to Cramo's business network in the Baltic countries. It also entails an ambition to support the local SOS organizations in other countries where Cramo has presence.

"We are very pleased that our partnership with Cramo has been prolonged, and thankful for Cramo's support in our work for some of the most vulnerable children in the world – children who have lost, or are at the risk of losing, parental care. Together we can contribute to a sustainable future for these children as the quality of childhood sets the stage for the future development of individuals and societies", says Charlotte Köhler Lindahl, head of corporate relations, SOS Children's Villages Sweden.

Social engagement

Cramo is present in 300 cities and villages in 12 European countries and in another two countries via a joint venture. "Our business relies heavily on strong local relations. Local engagement - also beyond our direct business relationships – is a central part of our sustainability work" says Mr. Anders Collman, VP Sustainability.

"Social commitment is part of our organizational culture. And the possibility to contribute to a 'larger cause' is becoming more and more expressed among our employees. Especially in the younger generations", Mr. Collman continues.

Long term commitment

Cramo's support to SOS Children's Villages goes fifteen years back, and since 2008 the company has partner status. "By committing to a sponsorship, we contribute to building real homes to the most destitute children. Obviously, this is of great importance to the children, their families and the local society. In a larger perspective it has a positive impact also on the industry and our own operations", says Mr. Anders Collman.

For more information:

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Cramo is Europe's second largest rental services company specialising in construction machinery and equipment rental and rental-related services as well as the rental of modular space. Cramo operates in about 300 depots in fourteen countries. With a group staff around 2,600, Cramo's consolidated sales in 2016 was EUR 712 million. Cramo shares are listed on Nasdaq Helsinki Ltd.

SOS Children's Villages

SOS Children's Villages (SCV) is one of the world's largest actors for children in social care. Through long-term and individualized support, SCV allows children to grow up to independent, self-sufficient adults. SCV also gives family-strengthening support to allow children to grow up with their family and run over 500 children's villages for those who have lost parental care. SOS Children Villages also works with education and run a large number of schools. Established in 1949 and exists today in 135 countries.