

# NEW GENERATION



**GenSet**  
The market leader

GenSet Newsletter - Spring/Summer 2008

## No Time for Complacency at GenSet's Technical Centre



GenSet plc have advanced plans to boost their customer support services. The company has forecast significant growth in the approaching years and recognise that it is essential that all their processes correspond with their fast advancing product portfolio.

Led by GenSet's Deputy Chairman and Co-Founder, Jeff Davies, the company has engaged with a firm of specialist consultants designated with the exclusive objective to produce a system that will deliver world-class education, training, and technical support services.

"Our research confirms that downtime on site due to unusable plant and equipment can be more than just an inconvenience, it can contribute towards serious financial implications, particularly if the project fails to be completed on time," contends Mr. Davies. "Therefore we have set about developing a dedicated support structure that will go a long way to ensure that all our products are fully underpinned when working hard on site," confirmed Mr. Davies.

GenSet's, 30,000 sq.ft Technical Support and Training Centre, opened last year. Described by GenSet as an "extended total support facility," one of the most dynamic features of the centre is it's modern, state-of-the-art

facilities. GenSet engineers are fully trained in both mechanical and electrical procedures up to 1MW and qualified to the Institution of Electrical Engineers (IEE) 16th Edition regulation.

The GenSet team celebrated winning a top prize in the 2007 National Business Awards. The company overcame stiff opposition from foremost blue chip organisations such as, City Link and Scottish Widows, to win the first prize in the Customer Focus category. After a short celebration, there was no time for complacency, as Mr. Davies and his team set about ensuring that GenSet support services will properly back-up all of their clients, comfortably into the 21st Century.

## GenSet Utilise New and Environmentally Sound Products

*The role of modern business: To provide ever better goods and services in a way that is profitable, ethical and respects the environment, individuals and the communities in which it operates - "Tomorrow's Global Company: Challenges and Choices", report by business led think tank Tomorrow's Company' (2007)*

### Innovative and Cost-Saving Products

The company has determined to research and develop new, innovative and cost-saving products for their rental clients. These new products should not only be forward-looking, but also have genuine environmental benefits - in terms of safety, low noise, fuel economy, efficient operation and labour saving devices.

### No Harmful Emissions

On the subject of traffic flow, GenSet have taken up the challenge to inform UK road users about potential hazards and disruption, following their appointment as the UK dealer for PWS (Portable Message Signs). Portable message signs are solar powered and thus have no noise, no harmful emissions, need no fuel and consequently discharge no pollution into the atmosphere.

### Environmental Lobby

#### Here Comes The Sun

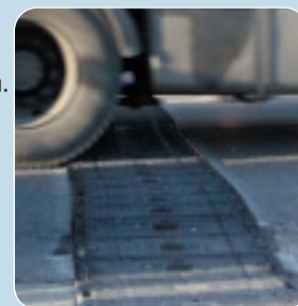
Solar power is one resource that the environmental lobby are keen to see more widely used. With this in mind, GenSet's sister firm, TowerLight, has produced a solar powered commercial floodlight in co-operation with a European university.

#### Commendable Goals

The rise in the intensity of utility contracts has not gone unnoticed by the GenSet team. The pressure on contractors to complete projects on time, in budget and with the minimal inconvenience to the public, has become increasingly acute. With environmental issues also taking centre stage, GenSet have set themselves a series of commendable goals to achieve.

### Ensure The Traffic Flows

A recent addition to the GenSet range includes the Trenchlink road plate system. This product is ideal for all types of utility contractors who have the need to cut trenches through public roads. The use of Trenchlink can ensure that the traffic flows properly and saves on natural resources by reducing the need for temporary tar.



**TRENCHLINK**

### Socially Responsible

GenSet remain open-minded when seeking products to add into their portfolio. As long as they have offer serious cost and environmental benefits to the owner and user of the equipment, then expect GenSet to be interested - augmenting their growth in a socially responsible manner is the standard set by the GenSet team.

### GenQuip Mammoth Financial Saving Possibilities

Another of GenSet's sister organisations, GenQuip, dubbed the "Green Innovators" have been recognised by environmental organisations for their "Green" credentials. Their HogLoo product has made many site contractors sit up and take notice of their own waste disposal methods and chemical usage on all types of outdoor contracts. For example, if an Uridan waterless urinal is installed into major commercial enterprise, such as an international airport, with seventy standard urinals available for continuous use by their customers, staff, and visitors. A GenQuip/Uridan water free urinal system could conserve around 4,599,000 litres of water per year, equating to mammoth financial saving possibilities of £100,000 per year.

## ENVIRONMENTAL POLICY STATEMENT

GenSet believes that the safety and welfare of all its employees and the public are integrally linked to environmental stewardship. As such, GenSet's environmental policy is articulated in terms of

safety and health as well as the environment. The policy is based on the principles of continuous improvement, compliance with all relevant laws and regulations and pollution prevention. The

commitment to safety, health and environmental stewardship is defined in the policy statement available for scrutiny at HYPERLINK "<http://www.genset.co.uk>" [www.genset.co.uk](http://www.genset.co.uk)



# GenQuip Get Tanked Up

In January of this year, GenSet's other sister organisation, GenQuip, launched a new range of mobile and static fuel tanks, ideally suited for the environmentally safe storage of diesel oil.

The company has initially produced two units; the GenTank 950 - with an 1180 litre storage capacity and the GenTank 2000, which features a near 2500 litre retention.

The GenTank range is built in the UK to a fully welded, tamperproof design. Both the main and bunded tanks are fully tested and certified and the complete unit is manufactured to BS799 standards. For added security, the GenTank has been approved to UN/ADR regulations.

"We are very conscious of the fact that diesel fuel on site can become contaminated with debris and condensation," explained GenQuip's MD, Dennis Hughes. "This can have inconvenient and costly consequences, so

we are fitting the patented FuelActive® fuel float system to all our auxiliary tanks, as standard," confirmed Mr. Hughes..

Additional features on the GenTank range include, a removable inspection hatch for cleaning, with the inspection hatch bolts located inside the access for complete security, and a fully lockable access cover. For clients with limited storage capacity, GenQuip has enabled each GenTank to be stacked three high when empty of fuel and not in use.

Every GenTank will be supplied with a lifting certificate and comes with a full 3-year warranty.

The GenTank range recently made their debut at the Executive Hire Show and the GenQuip team were delighted at the positive interest they received from UK hire firms.



## Protect and Serve – the SmartHog Bulletproof Sentry Box

The latest innovation from the temporary building specialists, GenQuip, is the SmartHog portable bulletproof sentry box.

The SmartHog portable bulletproof sentry box is designed to protect security personnel from armed attack.

They can be deployed rapidly and provide the officer inside with a 360° degree view, conforming to level III of the NIJ Ballistic Protection requirements. Additional shooting hatches can be fitted to provide additional protection.

These units are already in use in numerous countries and have been tested in conflict situations. The SmartHog

portable bulletproof sentry box is currently being used by domestic security and military forces to protect buildings (embassies, ministries etc.) and sensitive installations (ports, airports, military installations etc), in both urban and remote locations.

They can be positioned either by truck or helicopter and made operational within minutes of delivery.

GenQuip will be displaying all the advantages for using the SmartHog portable bulletproof sentry box at the forthcoming Homeland and Border Security Conference in July 2008.



## Celine Dion Sings Under the TowerLight of Love

GenSet's sister firm, TowerLight plc the global lighting specialists, recently combined with their Middle East partners Sigma EPD, to deliver a quantity of their VT-1 hydraulic tower floodlights to Al- Laith for use at a concert performed by the legendary singer, Celine Dion, in Dubai.

AL- Laith is a specialist rental company based in the UAE and they have recently standardised on the VT-1 for their rental fleet. The VT1's metal halide lamps delivered a clear blanket of light to ensure the safety and well being of the audience as they moved around the concert arena.

## No Confusion with GenSet's New Electro Fusion

GenSet's latest innovation is an ingenious multi-function electrofusion and metal welding machine, combined with an AC power generator.

Weighing in at just 36kg, this truly portable and versatile welding machine will undoubtedly be of keen interest to all types of utility firms who need to weld metal or plastic pipe in remote or difficult areas.

The Tri-Lynx is capable of fusing up to 300mm size fittings. Fusion data is either entered manually by hand or automatically and its sizable internal memory will store full particulars on the last 200 welds. Hard copy data printing is also available.

The unit also couples up as a 130-amp arc electrode welder easily burning a standard 2.5mm mild steel-welding rod. Its purposely-designed internal electronics means that the unit is quite equal to handling cellulosic electrodes.

The Tri-Lynx is also a very handy portable electricity generator with a maximum power output of 2.5kVA at either 110v CTE or 240v AC. Powered a Honda GX200 petrol engine, the complete unit measures just 54 x 37 x 58 cm.



## GenSet Recognised in Europe

Following hot on the heels of their success in the UK National Business Awards, GenSet, was been honoured with a top European commercial accolade.

The company has secured a Ruban d'Honneur in the Société Générale Award for Customer Focus in the European Business Awards.

The European Business Awards is a fully independent programme that recognises and celebrates business excellence across the 27 EU member states. It is supported by sponsors who are progressive organisations committed to promoting business achievements at every level for the overall prosperity of Europe. The European Business Awards aim is to showcase of Europe's most successful business achievements.

The European Business Awards 2008 was presented to GenSet's chairman, Josh Llewellyn at a special presentation luncheon at InterContinental Paris Le Grand in March 2008.



# GenSet are Generating New Markets

Although only officially launched at the beginning of September 2007, the GenSet power team received a healthy mix of new enquiries and a number of substantial orders for their new HireMan, GenPro and HirePro sets.

"We are constantly evolving the HireMan range," said Phil Wayman, GenSet's Business Development Manager. "Our mission is to develop the HireMan range of generators into one of the most environmentally sustainable products of its type. We can achieve this by continually endeavouring to reduce noise levels, adding technologically advanced fuel and oil saving options and lengthening the periods between on-site servicing," added Phil.

The HireMan has continued to be a very popular product with the specialist generator rental firms and most of the UK's major equipment hire organisations.

The team are currently handling orders from a diverse



range of industries, such as quarries, steel works and similar industrial complexes, which are looking for the quiet, stable reliable power of the GenPro range to provide dependable back-up electricity.

"Initial enquiries for the HirePro sets where, at first, somewhat surprising," continued Phil. "Most of these enquiries have generated from specialist, non-mainstream hire firms that

provide services to the wider industrial markets and individual utility programmes.

They are seeking robust sets that will provide simple back up power whilst emergency and routine maintenance tasks are being undertaken," concluded Phil.

GenSet are very pleased with the way their campaign to promote their new ranges has proceeded. "It has opened up new and potential markets for us," said marketing manager, Paul Hay, "2007 has been a highly successful year for GenSet as a whole and as these new sets get firmly established within the market place, we are forecasting further growth throughout 2008."

## Making Hay – A New MD For TowerLight

The board of GenSet plc was pleased to announce the appointment of Paul Hay as Managing Director of their group firm – TowerLight. Paul will combine this new role with his duties as GenSet's Marketing and Key Account Manager. He follows the current MD, Robert Saunders, who has taken up the position of Group Chief Executive, former Chief Executive and co-founder, Jeff Davies moves to the position as Group Deputy Chairman.

Mr. Hay (41) joined GenSet as marketing support manager in 1993. He linked up with TowerLight at its inception in 1999. Since this time the company has grown into one of the world's leading lighting tower manufacturer with dealers and distributors throughout the globe.

During 2007, the company's Italy based manufacturing facility produced a staggering 6,200 individual products.

TowerLight has enjoyed year-on-year success and is a leading member of the prestigious Fast Growth 50 of top Welsh businesses. In 2006, the company received a special accolade – the Longevity Award – in reward for their 5th consecutive appearance in the top 50 and they are currently the only company in Wales to have received this commendation. TowerLight grew by an astounding 2300% in the years 2001 to 2006.



TowerLight were recently honoured in the, Orange sponsored, National Business Awards. Although just missing out on a top prize, the company had the honour of being "highly commended" in the AXA Small to Medium Sized Business of the Year Award, receiving 'excellent' scores in the Leadership, Customer Focus and Engaging People sections.

Commenting on Mr. Hay's appointment, Josh Llewellyn GenSet's Chairman, said, "Paul's diligence has been one of the main factors in the growth and development of TowerLight. His experience, knowledge and sheer hard work has made the TowerLight brand one of the most instantly recognisable in the industry."

Paul Hay commented, "I am looking forward to taking up my new role and leading the company into greater successes into the future."

## GenSet On-Line to Distribute Sullair

In December 2007, GenSet announced a deal to become the sole principal dealer of Sullair air compressors in the UK.

The compressed air specialist, Bob McDonald, who joined the company earlier in the year, will head this new division. Bob has over 27 years experience within the industry and he has already assembled a team of experts ready to support the Sullair range, throughout the UK.

"We have a line of dedicated support services ready for operation," explained Mr. McDonald. "Full training, technical and after sales back up will be offered from our Centre of Excellence in South Wales and equipment will be available direct from stocks in the UK," he added.

The new Sullair range encompasses a strong polyethylene canopy, ergonomic control panels, removable fuel tanks and a rotary screw air-end with a 2-year warranty.

Sullair are part of the international industrial giant, Hamilton Sundstrand, and manufacture a range of compressed tools and equipment, distributed worldwide. Sullair products are produced to the highest quality standards in line with an ISO 9001 certified quality system and they have achieved certification in ISO 9001 V 2000, ISO 14001 and OHSAS 18001.



## FUEL ACTIVE™ Investment in Reliability

Eliminating fuel contaminants being drawn into your fuel system

UP TO 80% OF BREAKDOWNS ON ENGINE DRIVEN EQUIPMENT RESULT FROM FUEL CONTAMINATION

Fuel contamination occurs either

- a) naturally by build up of condensation in empty fuel tank
- b) dirty fuel being put into the tank due to contamination containers being used

Water is heavier than diesel so it sinks to the bottom of the fuel tank. Traditional fuel pick up pipes draw the fuel from the bottom of the tank where the contaminated fuel is deposited.

The Fuel Active system uses a float which means that fuel is always taken from the top.

### OPERATIONAL BENEFITS

- Less time spent by workshop/customer support team on breakdowns.
- More time spent on other repairs
- Quicker turnaround of equipment and more machines available to hire
- Better utilisation of equipment

### CUSTOMER BENEFITS

- More satisfied customers
- Avoids difficult conversations where it is hard to prove

who contaminated the fuel (often the hire company will end up taking the hit on the chin as contractor will claim some of contamination relates to previous hires)

### Financial benefits Cost of breakdowns

The cost of standard breakdown could be estimated as follows:

Distance to and from 80 miles @ 50ppm	£40
Travelling time - 2hrs @ £40ph	£80
Time spent effecting repair - 2 hrs @ £40ph	£80
Parts used (eg filters)	£30

### Overall cost (exc admin costs) £230

This assumes more serious damage is not more serious (eg repairs to injectors and fuel pumps: avg. £600)

If we assume that there is one breakdown per VET1 per annum that is currently related to fuel contamination this is a straight cost saving of £230pa or £1,150 over a five year life.

### ENVIRONMENTAL BENEFITS

Fuel efficiency saving reduces carbon emissions. Less site visits in response to breakdowns means less journeys and lower emissions.

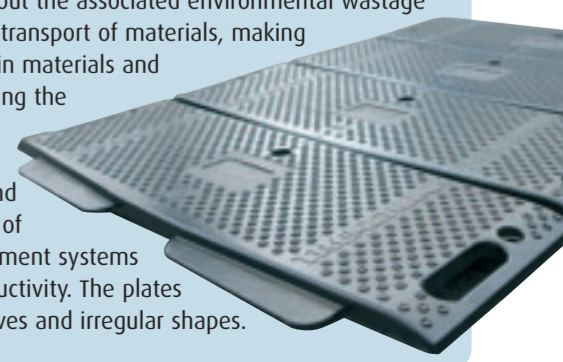
- Exclusive to GenSet
- Patented Fuel Active system



## GenSet Link Up with TRENCHLINK™

Trenchlink road plates have been developed, patented and tested over the past four years in order to overcome many of the costly delays and hazards encountered by utility contractors during expensive pipe and cable laying contracts in urban areas. The system has been designed to cover gateway entrances, road crossings and linear runs and will support standard vehicle weights.

The benefits a contractor gains from using the Trenchlink system include: Reduced traffic disruption - traffic can flow immediately and in safety, a particular benefit for the contractor who is working within the restricted hours enforced by a local authorities. No temporary tar is needed – without the associated environmental wastage and minimum transport of materials, making direct savings in materials and labour. Removing the need for temporary re-instatement and a minimal use of traffic management systems increases productivity. The plates will follow curves and irregular shapes.



# The 'Green Innovators' Launch a Range of Waterless Urinals

The GenQuip/Uridan waterless urinal dispenses with the necessity of find a solution to properly dispose of waste cartridges, microbial blocks or deodorising tablets, making it a cost-effective and environmentally satisfactory product.

A scented, biodegradable, fully refined vegetable oil, floats on top of the urine in the waste trap. The oil forms a liquid seal, preventing urine smells from being released into the air. As the urine drains through the holes in the stainless steel cover, it passes through the oil and out of the waste pipe. In effect the waste trap acts as an "S bend".

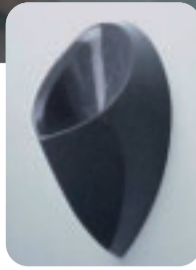
The urinal is designed to be easy to clean, smooth surfaces and without flushing rims where urine can gather.

There are number of commercial and environmentally beneficial advantages from installing the GenQuip/Uridan

waterless urinal system. As GenQuip/Uridan urinals function completely without water, every commercial or industrial urinal that is replaced by an Uridan water-free urinal will save approximately 65,000 litres of water per year.

GenQuip has estimated that a standard urinal, correctly adjusted, uses 7.5-litres of water per hour. Therefore if a complex has ten urinal bowls being used 24 hours per day over a 5-day period, they would use up 234,000 litres of water. At a rate of 210.75p per m cube\*, a company could save up to a healthy £1,380.00 per year and a staggering £20,700.00 over 15 years. \*(Source: Southern Water).

If a major commercial enterprise, such as an international airport, has seventy standard urinals, using a



GenQuip/Uridan water free urinal system could conserve around 4,599,000 litres of water per year, equating to mammoth financial saving possibilities of £100,000 per year.

GenQuip/Uridan water-free urinals are available in several different colours and have been stylishly designed to enhance the appearance of any toilet facility. Any business using the GenQuip/Uridan water-free urinals should be regarded as having an innovative spirit with environmental awareness.

## New Innovations in Site Welfare from the GenQuip/Groundhog Partnership and the "Future of Effluent Site Management."

GenQuip have launched their very latest HSE compliant Groundhog GP420F mobile welfare unit as they continue to lead the way by producing a range of advanced mobile welfare units that ensures all contractors are compliant with the HSE regulations.

The Groundhog GP420 is fitted out with a microwave oven, kettle, wall mounted heater, and warm water washing facilities. There is a self-contained toilet area, which benefits from a state-of-the-art WC flushing system individually designed and produced with consideration towards the environment. The unit, which can seat up to 8 people, boasts a revolutionary flushing mechanism, supplied by rainwater from a unique natural collection device. The unit also features

a clever PIR light sensor and time switch loop, which can alternate the power supply between the 12v battery and the GP420F's integral generator, helping to save vital energy. The GP420 is fully portable and can be towed to site using a suitable vehicle.

The GP420 can be fitted with another environmentally beneficial product – the HogLoo. The HogLoo is a, self-contained portable toilet system that needs no connections any external services. The toilet waste is pumped into an internal macerator and an incinerator will reduce all the material into an odourless vapour. There are no chemicals needed, no disposal tanks to empty and no risk of spillage.



## Let the Sunshine In - New Solar Powered Tower Light from TowerLight

TowerLight plc, have just unveiled their most recent addition to their increasing range of site lighting solutions.

With the worlds' environmental organisations continuing to encourage the use of sustainable sources – wind, sun, and tidal etc., to provide our electricity, TowerLight engineers are actively researching new processes that will not only, properly power their equipment, but also offer cost benefits for the customer and work towards saving vital natural resources.

The Solar LinkTower is the latest derivative of their unique LinkTower product and, as the title suggests, this cleverly designed lighting set is powered by a solar panel and 12v DC battery combination.

This latest innovation was developed in conjunction with the University of Pavia and can, under the correct conditions, run for almost 7 hours on one single charge. Illumination is provided from eighteen LED lamps, fitted onto a 7m stainless steel mast, and any number of Solar LinkTowers can be connected together to provide a broad area of lighting coverage. The solar panel measures just 1130 x 1048 x 34mm and the complete unit weighs-in at a lightweight 225kg.

The LinkTower is easy and cost-effective to transport – six LinkTowers will fit on one standard truck and can be set up by a single person - saving time, manpower and valuable resources. It is fitted with forklift pockets for easy manoeuvrability and armoured cabling is available for secure connections.

"In line with current concerns about energy use in the modern environment, we are constantly seeking new methods to make our products more sustainable," explained Paul Hay, TowerLight's Managing Director. "This new product does not consume any fossil fuels and is totally silent. We believe that the Solar LinkTower has a big future, particularly with environmentally conscious organisations, throughout the world," added Mr. Hay.

The company has already secured an initial order for two hundred Solar LinkTowers from the Italian energy giant – Sorigenia SpA. Sorigenia SpA was set up in July 1999 and the company has since developed into one of the leaders in the Italian free energy market. Sorigenia's mission is to "contribute to a sustainable and intelligent development of the Italian electricity and gas market."

TowerLight exhibited a range of their products at the BIG5 exhibition at the Dubai International Exhibition Centre.



## Happy 70th Birthday Romano

In honour of the 70th birthday of one GenSet's oldest and most trusted friends, Romano Fontanella, Carol Bamsey composed one of her famous poems. It was duly delivered by special courier to the London Hotel, where Sig. Fontanella was celebrating his special day. Sig. Fontanella was naturally delighted with his gift, saying "I would never had thought that a young boy of 70 would still be remembered on his birthday by good friends abroad. I cannot thank you enough for this unique idea, something I shall treasure forever and congratulations to the poet who brought back wonderful memories."

Everyone at GenSet would like to wish many happy to Sig. Fontanella.



When we heard it was his birthday  
We really had to say  
Happy 70th birthday Romano  
In a very special way

His farm is his haven  
His horses are his joy  
He doesn't much like parties  
But this is just a play

He thought he was a sailor  
Until he lost his boat  
Found it after two years  
But alas, it wasn't afloat

Thirty years have forged relationships  
As a colleague and true friend  
A strong and loyal bond  
True friendship that won't end

So we've captured some events  
Put them into rhyme  
For a very remarkable man  
Who we all think is fine

For when Dolores gets him dancing  
He really likes to move  
Just like Salvatore Viganò  
Gets right into the groove

When he's in his fast cars  
All alone he will drive  
For everyone is petrified  
That they won't survive

These three have travelled far and wide  
To satisfy their zeal  
For new, exciting products  
But not so for their meal

Romano left his home land  
Italy's capital of fashion  
Went to work in Africa  
Where he found his special passion

Sandro, Franka, Rosella  
Giancarlo as well  
Are very special friends  
Romano thinks they're swell

Romano established GenSet  
His inventions found him fame  
World's first generator/welder  
He was leader of the game

For when in China with Josh  
When the pair go out to eat  
They pretend to be veggies  
Because they do not like the meat

Romano met his loved one  
When he was just a boy  
Brought her back from Africa  
Dolores brought great joy

An adventurer by nature  
An inventive clever man  
Canoeing in his youth  
From Pavia to Amsterdam

But when he made a glider  
It was destined for a fall  
Launched himself from GenSet  
Straight into a wall

All the Team at GenSet  
Would really like to say  
Happy birthday Romano  
Have a smashing day

Along came three children  
Andrea, James and Nancy  
Raised them on a farm  
Where tractors took his fancy

He's been to Arizona  
To drive the cattle live  
In an American Rodeo  
With Andrea by his side

Jeff and Josh met Romano  
At a Trade Fair in Milan  
Where a partnership was formed  
With this truly remarkable man

Fond memories of 30 years  
Another 30 years we pray  
God bless, enjoy your birthday  
On this very special day

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Alliances



Innovation



Green



Power



Teamwork



On-Site