

Press Release

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Lutian petrol generators – high on power, light on the pocket

The superior quality and feature-rich characteristics of the reliable Lutian ES and EA Series 2kVA – 6.5 kVA petrol generators from Goscor Power Products offer a reliable and affordable standby or backup power solution for households, farms and small industry.

“In a market flooded with cheap, inferior quality, unreliable generators it is refreshing to find a premium brand generator at a competitive price,” says Goscor Power Products Managing Director, Mark Bester. “Purchasing a Lutian is an investment because the unit combines efficient operation and low maintenance to keep the end users’ operational and ownership costs to an absolute minimum.”

The Lutian petrol generator comes standard with 100% copper windings, just one of the many features that differentiates the unit, placing it in a league of its own. Aluminium which is the cheaper option most commonly used in generators in this kVA range does not have the excellent electricity conduction properties of copper. The use of copper windings not only improves the Lutian generator’s efficiency but extends the unit’s service life.

These quality generators are manufactured by China Lutian Machinery Co. Ltd., one of the world’s largest manufacturers of high pressure cleaners. Goscor Power Products, part of Imperial, was appointed as exclusive distributor of the complete range of Lutian products for South Africa and the SADC region. “Lutian has carried over the state-of-the-art technology of the Lutian generators to its quality water pumps and high pressure cleaners and since the incorporation of these world-class products into our portfolio in November 2011, we have seen unprecedented success in the southern African market, especially in the agricultural industry.”

Operating from a 100 000m² facility in China’s eastern coastal province of Zhejiang, Lutian Machinery Co. Ltd. strictly upholds the scientific development concept throughout its operations, from R&D and engineering to design and manufacture and thirty five percent of the company’s 1000 employees are engineers. The company’s sales network reaches more than 60 countries including Europe, North and South America, the Middle East and Africa. Manufactured to the ISO 9000:2000 quality system, Lutian products have passed CCC, CE, EUII, EPA, SASO, SONCAP certificates and the company has been the recipient of numerous prestigious product and quality awards.

2/...Goscor Power Products_Lutian ES and EA Series

The Lutian petrol generator range is backed not only by Goscor's large nationwide dealer network but also enjoys the support of a number of agri-businesses. "We have forged good partnerships with distribution outlets which are our route to market, taking the product to the customers' doorstep," explains Bester. "We appointed Irrigation & Pump Supplies & Distribution (IPS) as a distributor of the Lutian ES and EA generator ES and EA Series and the Lutian water pump range 12 months ago. With knowledgeable and experienced representatives, IPS has the necessary infrastructure to deal with agri-businesses and is currently supplying Tuinroete Agri in Eastern Cape, Kaap Agri in Western Cape and NTK (Noord-Transvaal Ko-op) in Limpopo.

IPS Technical Adviser, Nico Louw, says that the Lutian products offer a perfect balance of quality and reliability on the one side with efficient operation and affordability on the other. "It therefore came as no surprise that the Lutian generators have found wide acceptance in the agricultural market. This success has urged us to bring more agri-businesses on board."

Additional features and benefits of the Lutian ES Series of petrol generators include:

- High quality Auto Voltage Regulators (AVR) allows for safe running of sensitive electronic equipment
- Oil alert system indicates low oil levels, triggering an automatic switch off to protect the engine
- Electric key start for easy, simple, fast starting
- Digital controller with easy-to-read illuminated display indicates running frequency
- Volt and amp meter
- Automatic circuit breaker
- Battery charger ideal for charging tractor, vehicle or caravan battery
- Mounted on wheels for easy manoeuvrability

The generator's larger exhaust and air cleaner reduces noise levels. The ES Series operates at between 65 and 75 dB which according to Bester, is low for an open frame unit. The units are supplied with a larger 25 litre fuel tank which conveniently extends continuous operating time up to 10 hours before fuel refill is necessary. Lutian diesel generators are also available.

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ISSUED ON BEHALF OF

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