

SPE0052

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**Smith Power says care and caution top priority in generator purchase**

Fly-by-night generator dealers are doing harm to consumers and the generator industry as a whole. This is the opinion of Tom Bloom, GM of Smith Power Equipment's Power Products division, distributors of the well-known Kipor brand of generators.

"At this time in South Africa when there is an unreliable electricity supply and the generator market is experiencing an unusual surge in demand, there are many chance-takers who see generators as a way to make a "quick buck", says Bloom. "These people often do not have the experience or the expertise to give the right advice and, most importantly, are not able to give the requisite backup service."

He adds that generators are often used for backup for vital services and a lack of understanding of the product, poor service and maintenance levels and an inability to react quickly in an emergency can have dire consequences.

"Time and again we are called to generator installations to help out where the service from other suppliers has been dismal and the story is always the same – "we thought we were getting a bargain because the unit was cheap."

"A generator is not an item to be bought on price considerations alone. Cheaper initial cost often leads to the most expensive overall experience. Check the company carefully. Is their product excellent, do they have an excellent service record, do they have the knowledge about your particular needs? If you can tick all these boxes then it is most definitely worth paying a premium at the beginning!" says Bloom.

He adds that the proof of the pudding is in the fact of how many generator companies went out of business after the last load-shedding cycle. "Many, many people and organisations are now left stranded with machines for which they can get no service because they bought from companies which had no track record. At Smith we know how tough it was after the first surge in demand and

then the massive drop. But we're still here and will be for years to come, with one of the finest generator brands in the country."

One of the key points in Smith's superior service levels is its quest to continuously improve efficiency levels for its customers through increasingly more cost-effective and environmentally friendly solutions. "This is done in various ways like technological innovation, matching the product to the customers' specific application and more. One of the aims of this process is to expand our generators' service levels, which would mitigate damage to the environment. This would mean servicing generators every 500 hours instead of every 250. Another aim is to preclude burning diesel unnecessarily through the wrong machine for the application thereby reducing not only life-time costs but also the company's carbon footprint," says Bloom.

Kipor and Smith's mantra is: "life goes on when the power goes down." "We live by this statement," says Bloom. "We have a highly experienced and motivated team and a service footprint countrywide. We've been through the good times and the bad and we continue to give our customers a state-of-the-art product and backup service."

"A generator is not a product one wants to buy, but in these times we are forced to. So make your investment worthwhile. Choose wisely," Bloom concludes.

Kipor generator sets, world renowned for their quality and durability, are sold in more than 130 counties worldwide. Designed for business and home use they are compact, sound insulated and provide clean and quiet backup power. Smith's Kipor generators range from 1kVA to 3000 kVA.

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*(Photo: Kipor generators)*

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