

PRINTING COMPANY

POWER SOLUTIONS CASE STUDY of SAN DIEGUITO PRINTERS

UNITS

600 kW Diesel Genset

LOCATION

San Marcos, California



DON'T STOP THE PRESSES

When you're running a business in California, power concerns are always in the back of your mind. For a number of reasons, the energy situation in the Golden State has been more unsettled than elsewhere. To protect themselves from utility outages or curtailments during times of peak demand, many commercial and industrial enterprises in California have invested in standby power. For companies with manufacturing processes that cannot be interrupted, or those with production deadlines, it is essential to keep operating, even when utility power is interrupted or unavailable.

San Dieguito Printers is one of the most well established printing companies in southern

California. Founded in 1936, this family owned business — now in its fourth generation — has built a solid reputation as a full service commercial web printing facility. It's a high volume operation that specializes in books, catalogs, directories, magazines, and newspapers. As the company's business has grown, so too

have its facilities. The firm is currently headquartered in a new 34,000 square foot building in San Marcos, with its office, pre-press, manufacturing, shipping, and receiving functions all located under one roof.

For San Dieguito Printers, time sensitive printing projects (like publishing the San Diego Reader newspaper every week) are a primary concern. Power disruptions that stop the production process could be devastating — not only disappointing the company's customers, but also wreaking havoc with the work schedule and job flow within the plant. To ensure that the pre-press, printing, collating, binding, and shipping operations continue without interruption, San Dieguito Printers invested in a 600 kilowatt diesel generator set from Generac Power Systems.

In the spring of 2001, with power problems in the news and the prospect of a hot summer looming, lead times were

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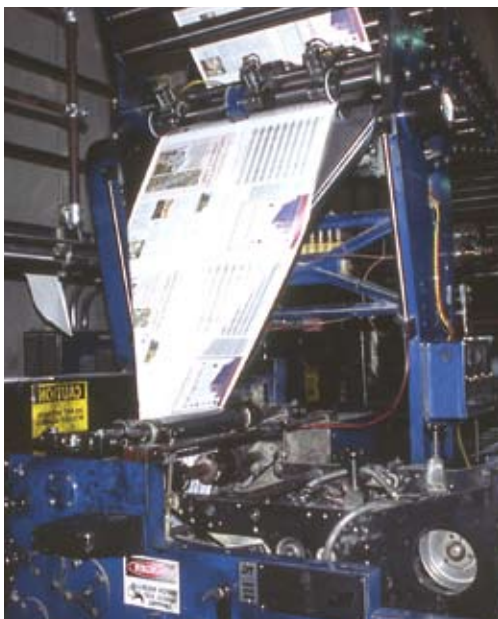
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a big concern for anyone who wanted to obtain a sizable industrial standby generator. Fortunately, Generator Power Systems, the local San Diego area Generac dealer, was offering several models of gensets for quick delivery through Generac's Rapid Deployment program.

"We were able to get this 600 kilowatt genset onsite in a matter of days, not weeks," says Dave Schmaus of Generator Power Systems. "The Rapid Deployment program made a significant difference in lowering the lead time, meeting customer needs, and helping us secure this business."

Generac's Rapid Deployment program features UL2200 Listed generator sets (from 25 to 750 kilowatts) and Modular Power Systems (up to 6000 kilowatts) that are available for quick shipment. Under this ongoing initiative, the most commonly requested configurations of diesel and gaseous fueled models are scheduled into production, and made available for order. Generac dealers have

online access to the production schedule and can select units prior to their being built, or if they reach inventory. When an order is received, a replacement unit is scheduled into production, thus completing the replenishment process.

"This has been a popular and successful program, both for our dealers and for specifying engineers and contractors with tight deadlines," says Paul Bowers, Generac's Director of Sales. "Generac dealers can view our manufacturing schedule, enabling them to shorten delivery lead times by weeks. They also have the flexibility to add certain options, and an assortment of matching automatic transfer switches is also available. This rapid response to market demand has been very well received."

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