

# INSIGHT

# Q4 16

FG Wilson Dealership Newsletter



## WELCOME

Over the last few months, we've been thinking a lot about the future. When you see the planning spreadsheets, the future is always a nice straight upwards line, isn't it?

And of course business and life aren't really like that. Even as we progress, over the short term, there are bumps on the road and sometimes we go a bit backwards, sometimes sideways. It's only when you look back that you realise it was all part of the journey and part of progress.

2016 has been quite a year. When we look back on it, many of us will remember a few surprises and a lot of challenges. When I look back on 2016 now, I think of it as the year we put FG Wilson back on the map, back in focus. We formed our new team, marked our 50 years in business with friends old and new and together we've all brought renewed energy back into our brand. We've launched new products, rebooted our sales and marketing efforts and spent more time engaging with you.

As we move into 2017, you'll see this focus continuing and growing. You'll see a new strategy for FG Wilson, with focus on profitable growth and revitalising our brand. And on the following pages you'll see more evidence of the vigour which we're injecting into the brand.

In this edition we also bid farewell to Carole Johnston, who is retiring after almost 20 years with us. Many of you will have come to know Carole well and I know we will all miss her warm personality, enthusiasm and knowledge.

Please accept my very best wishes for 2017 and I hope you are able at the year end to take some time with your families and friends to recharge and unwind after all the challenges of 2016. We're on a journey now, together, and as we move into a new year, it's a privilege to be making that journey with you.

**Ann Brown**  
FG Wilson Managing Director

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# Exhibitions And Events

We've been increasing our participation at exhibitions and events over the past year and plan to attend more throughout 2017, using this as a platform to profile the FG Wilson brand.

In November, we attended the Energy4Power Conference and Exhibition in London. Being present at this prestigious event is important, it is well attended by consultants, contractors and investors in the 'Capacity Market' and several of the UK STOR companies and investors were present. Representing FG Wilson were Robert Breadon, Applications Consultant FGW Global Accounts; Jonny Rodgers, Application Consultant to FGW and Keith Naylor, FGW UK Territory Manager.

From 13th -14th December we'll be showcasing the latest range of FG Wilson generator sets for telecom applications at TowerXchange's Meetup Asia event in Singapore. The event is dedicated to the telecom tower industry in Asia and brings together senior level decision makers from companies in every market, giving us a brilliant opportunity to meet the top decision makers.



On 8th - 9th February we'll be attending the Executive Hire Show in Coventry, the national exhibition for tools, equipment and plant hire industry. We'll be profiling our PRO Rental range at the show, which brings the industry together and the annual event where "hirers" meet "suppliers". This is a trade-only event open to hire executives throughout the UK and Ireland, but it has also attracted hire industry visitors from Europe and beyond.

Later in February we'll also be exhibiting our full range of products and Genuine Parts range at Middle East Electricity in Dubai. This is the largest international trade event for the power industry, covering the generation, transmission and distribution of electricity, the renewable and nuclear energy sectors and the lighting industry.

Each year Middle East Electricity welcomes more than 1,500 international exhibiting companies and over 2,1000 senior level industry decision makers, from 130 countries across the MENA region and the rest of the world.

Look out for our exhibition posts on social media!  
For further information contact Aaron Gooding  
GOODIAJ@cat.com

# FG Wilson Configurator

## Build your own Generator

The FG Wilson Configurator is a web based tool which has been introduced to enhance our customer online experience and the lead generation process.

Users will now be able to go online, find the generator they want through guided selling, configure it and make a request to be contacted.

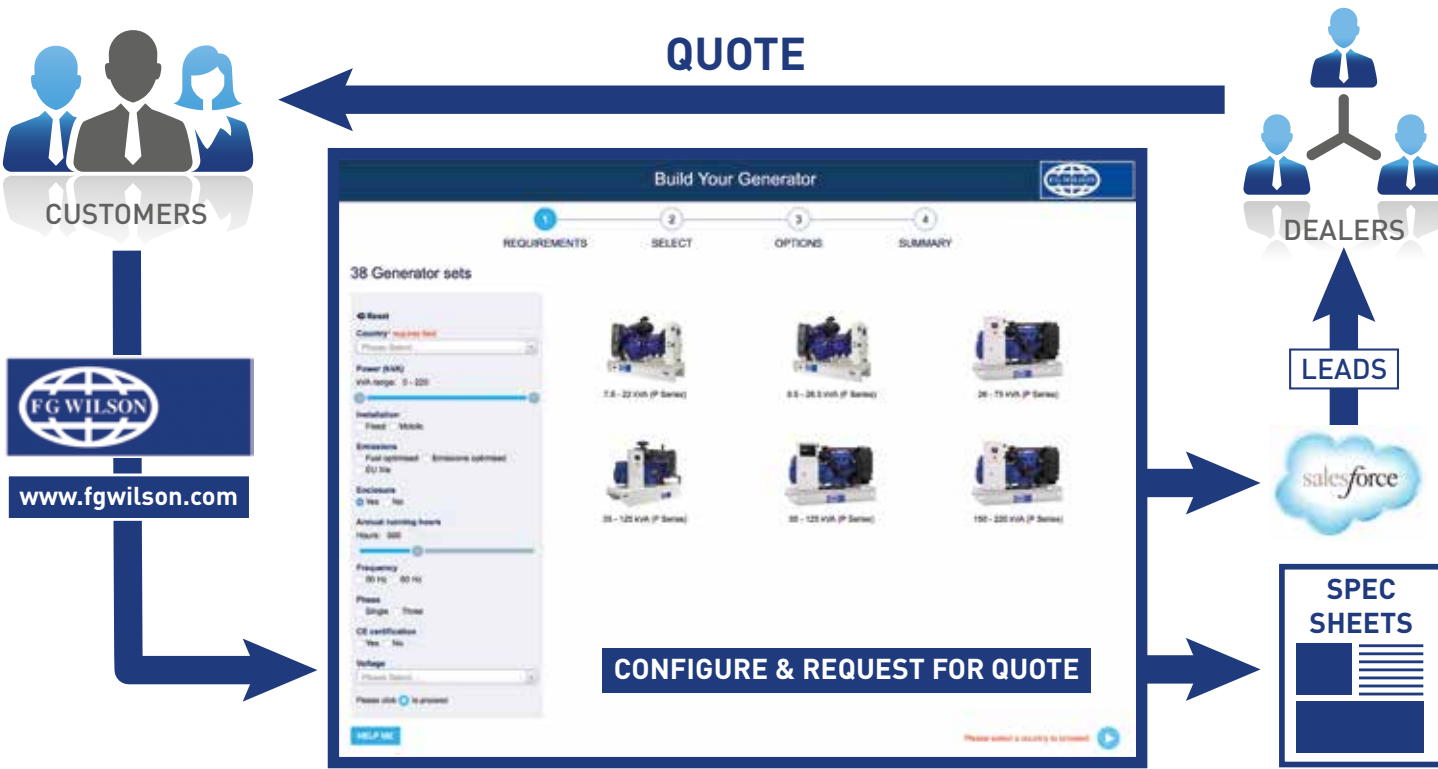
Once the request is made, a lead is generated in Salesforce which is routed to the dealer in that region by

the Regional Sales Managers. Customers can also easily access product information and print custom and generic technical data sheets.

The configurator tool is scheduled to go live in early January and can be accessed through [www.fgwilson.com](http://www.fgwilson.com). A link will be available on both the home page and product section.

For further information contact Gopinath Anbumani at [anbumg@cat.com](mailto:anbumg@cat.com) for any queries or feedback.

## How the Configurator works





# Success for Simply Reliable Power

## Bogota International Industrial Trade Fair 2016

The FG Wilson team from Simply Reliable Power attended the International Industrial Trade Fair in Bogota in September. This leading event is one of the most recognized industrial trade fairs in the Andean Region, Central America and the Caribbean.

The fair covers a broad variety of industries with focus on mining, renewable energy, infrastructure, industrial machinery and equipment, engaging representatives such as producers, traders, investors, and industrial institutions. National and international exhibitors attend the fair to do business, exchange information and get updated on new technological developments in the industry.

Over 5,6000 visitors attended from all sectors, but especially from the construction, industrial and agribusiness. This drove a lot of interest and traffic to the FG Wilson stand, producing multiple leads.

SRP Colombia SAS, the FG Wilson dealer for Colombia, used a modular stand as well as marketing materials developed specifically for this event and a special video highlighting the presence of the FG Wilson brand in Colombia since 1991. The stand is made up of modules that are reusable and easy to set up and tear down. This was a useful feature as immediately after the event, the exhibition hall was converted for use as a polling station for the referendum on the Colombian Peace Agreement.

3 FG Wilson generator sets P100-3 CALG, P33-3 and F72-



1 were exhibited on the 38 sq m stand, partly funded by FG Wilson. During the 5 day show we welcomed hundreds of interested buyers and end users on to the stand receiving enquires for 120 FG Wilson generator sets. We have already received sales as a result of the event with more in the pipeline.

The contacts made at the show have since been used to run a targeted email campaign to maintain the momentum of the FG Wilson brand in Colombia.



FG Wilson customer Roger Murillo of RM Ingenieria joins Simply Reliable Power service technician Federico Gonzalez at the Bogota Trade Fair.

# Farewell To Carole

This month we say farewell to Carole Johnston, our Customer Service Manager based in Belfast, who after 20 years' service retires at the end of the year.

## Carole talks to Insight about the highlights of her career.

"After almost 20 very happy years with FG Wilson and Caterpillar (NI) Ltd., I have taken the decision to retire and become a lady of leisure.

During my time, I have had the privilege to work with a fantastic group of colleagues and dealers from all parts of the world. I have visited distributors throughout Europe, CIS, and Asia Pacific regions and more recently visited my customer service team in Bangalore in India.

There have been many memorable experiences through the years including the organisation of the factory open days, where local residents enjoyed fun filled days and dressing up as Santa's elf to distribute presents at the annual children's Christmas parties.

I can certainly say my most positive memorable experience was the dealer conference in our APS facility in 2014 where I was lucky enough to walk the Great Wall of China along with over 130 dealers from all ends of the globe – an experience never to be forgotten! Perhaps a more negative memorable experience was being bitten by a poisonous spider in Azerbaijan and as a result being admitted to hospital in Ukraine.

It is a great testament to Caterpillar that most of my colleagues have also worked within the company for 20 years or more.

It will be a sad day leaving a job I have thoroughly enjoyed for all of these years, but I wish both my colleagues and the company every success for the future."



We wish Carole a very happy retirement!



# FZE Celebrates 25 YEARS AS FG WILSON DEALER

This year FG Wilson (Engineering) FZE, celebrates 25 years as an FG Wilson dealer.

Located in a 160,000 sq ft facility in the Jebel Ali Free zone, Dubai and covering the Gulf region, FG Wilson (Engineering) FZE stock the entire range of FG Wilson generator sets and offer a full service from specification to installation and lifetime support.

We caught up with Alok Rawat, President of FG Wilson (Engineering) FZE, to congratulate him on reaching this milestone.

- Alok can you tell us a bit about FG Wilson (Engineering) FZE?

FG Wilson (Engineering) FZE are one of the leading generator set specialists in the Middle East. We operate from a state of the art purpose built facility where we stock a large quantity of generator sets and spare parts for quick delivery to customers. We work very closely with our customers and consultants to understand their power needs and offer them quality power solutions. We have positioned ourselves as a "One Stop Shop" in power solutions to the customers in the region by providing stock, pre sales support, installation and after sales support. We provide training courses to our customers and other interested parties in our "Regional Training Centre" so that they can maintain their generators as per manufacturer recommendations.



Ann Brown congratulates Alok Rawat on 25 years as an FG Wilson dealer.

- How have you seen your business change over the past 25 years?

From a humble beginning of employing 3 people we have grown to a company of over 100 highly technical and professional staff. The region itself has transformed in the last 25 years and we are proud to say that we have been an active partner in this change by successfully delivering complex power solutions. We have taken advantage of the surge in construction activities and oil and gas business in the last 15 years by supplying and installing several generators. By virtue of our hard work, today, customer's look at us as a model company in fulfilling their needs of power generation.

- How has FZE adapted to the changing needs of customers?

We have adapted ourselves to the complex needs of the customers by upgrading our technical capabilities and offering complete package solutions. Our stocking pattern of gensets and spare parts is driven by changing customer demands to ensure prompt delivery leading to customer satisfaction. We also provide 24/7 customer support with the help of our mobile service vehicles which are fully fitted with the emergency breakdown parts, diagnostic software and trained technicians.

- What does being an FG Wilson dealer mean to you?

We are proud to be an FG Wilson dealer as we believe in the brand and quality of the product. With the help of excellent support from the factory, we have been able to firmly establish FG Wilson in our region as a top player in power generation.

- What has been your biggest projects?

Since our beginning in 1991, we have successfully delivered several prestigious projects. From supplying emergency standby power to iconic Jumeirah Beach hotel, Emirates Towers, Madinat Jumeirah, Sheikh Khalifa hospital, Ferrari world and Capital Gate towers to thousands of prime power sets to various contractors and end users, we play a major role in delivering power solutions.

- What does the future hold for FZE?

We believe the future will be bright for FG Wilson (Engineering) FZE even though challenging times might lie ahead. In the last couple of years we have emerged as a strong and sustainable company. The growth pattern will continue as we believe this region has lot of potential in the coming years.

For further information visit [www.fgwilson.ae](http://www.fgwilson.ae)





# Social Media Posts

Over the past year we've become increasingly active on social media and our followers continue to grow.

Social media is a great and very low cost way to build engagement with customers. Since December 2015, our Facebook followers have increased 45% to nearly 4,500 and LinkedIn 27% to over 5,500, just through us being more active. If you've photos of projects or good news you'd like us to share, contact Aaron Gooding [GOODIAJ@cat.com](mailto:GOODIAJ@cat.com)

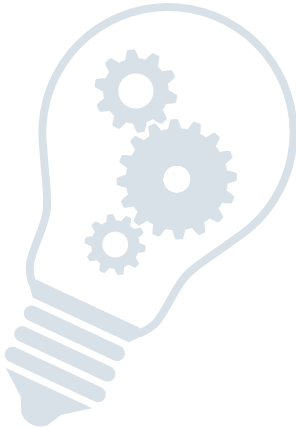


Earlier this month, FG Wilson dealer Power Electrics hosted representatives from our leadership team as we worked through planning for 2017. Founded in 1963, Power Electrics have been an FG Wilson dealer in the UK for more than 30 years.

# Leading the Way

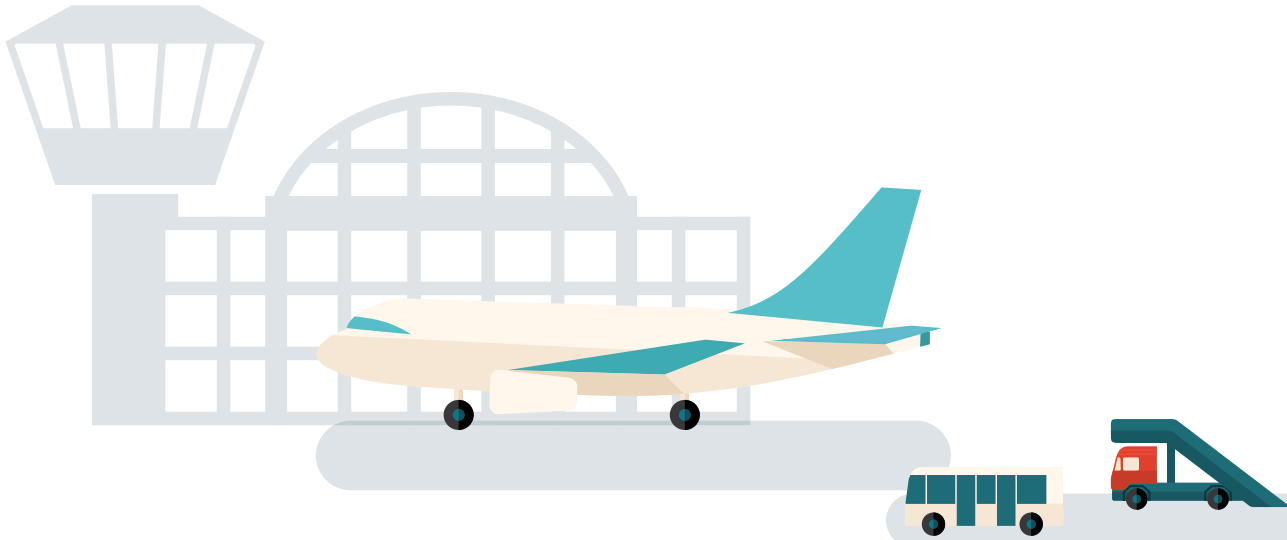


The FG Wilson leadership team recently got together with Dieselec Thistle, an FG Wilson dealer in the UK, to talk about 2017. Looking at all those faces around the table, we're sure that a few good ideas were born!



# Ulaanbaatar Airport

FG Wilson Mongolia dealer Monhorus International is currently installing 8 generator sets from 50- 250 kVA at the new Ulaanbaatar Airport, a new all-weather airport under construction, which will serve 3 million passengers a year. Monhorus is leading the project with support from FG Wilson's UK engineering team and from sister dealer Horus Energia [www.monhorus.com/en](http://www.monhorus.com/en)





# Events

Blackwood Hodge, FG Wilson dealer in Kenya and Uganda

Last month Blackwood Hodge, FG Wilson dealer in Kenya and Uganda, took part in an exhibition stand at the East Africa Oil & Gas Summit in Nairobi, Kenya. Learn more [www.blackwoodhodge.com](http://www.blackwoodhodge.com)

This month we'll be showcasing the latest range of FG Wilson generator sets for telecom applications, at TowerXchange's Meetup Asia event in Singapore. **Visit and learn more!**



James Rowe from Blackwood Hodge and Zeinab El-Sheikh, Business Development Manager for Technogroup Free Zone -Suez Egypt, Hazem Abdulrahman General Manager for Technogroup Free Zon -Suez Egypt

# The 6.8–25 kVA range



From the moment you fire it up, the new FG Wilson 6.8 – 25 kVA range is ready to cut your running costs: 1,000 hour service intervals, efficient long-life engines with fuel tanks up to 2,000 litres, remote communications capability and right-first-time parts support from our dealer network.

Learn more [www.fgwilson.com/en\\_GB/industry/remote\\_applications.html](http://www.fgwilson.com/en_GB/industry/remote_applications.html)

# Tamgo wins Telecoms Project

FG Wilson Saudi Arabia dealer Tamgo recently won a project for 180 x P22-6 generator sets for a major telecommunications company. The contractor Ahd Al-Saudi Group (ASACO), will install the units as site power to a network of telecom masts that will expand high-speed mobile broadband capacity and coverage across the Kingdom.

To celebrate the contract, ASACO representatives kindly presented Tamgo with a very special cake in the shape of an FG Wilson genset. We all wish we'd been there to try a piece!



# Singapore Event



We recently went to Singapore to meet with our South East Asia dealers, to catch up on old friendships, make new ones and plan ahead for the future. Dealers from Bangladesh, Indonesia, Vietnam, Sri Lanka, Singapore, Myanmar, Thailand, Malaysia and East Timor were all there.

The event was organised in partnership with FG Wilson Asia who are the parent dealer for the region.



# Advertising Campaigns

2016 has been an action packed year. We've attended many great events showcasing our product range and talking to customers. Our advertising has taken a change in direction and we've focused on putting some personality into the FG Wilson brand, helping us stand out from the crowd.

Here we take a look back at the some of the great work of 2016.

**Flying High**  
Our British Airways inflight magazine advert is now flying around the world at 40,000 feet and Pat Magee spied it on his travels! It's in a nice location in the magazine, just before the connections information and inflight entertainment.



## When power goes off your business goes on

Today when it comes to guaranteeing standby or emergency electrical power, in terms of cost, flexibility and responsiveness, there's really no better option than a diesel generator set.

Over our 50 year history, FG Wilson generator sets have been installed in more than 150 countries worldwide by organisations and businesses just like yours. You'll find our generator sets installed in many of the world's most iconic buildings, quietly guaranteeing that they are never without electric power.

When you entrust your power project to us, you receive the full support of more than 300 skilled technicians who nurture your project from initial design and manufacture, right through to installation and commissioning.

And once installed, you can count on a lifetime of service from our network of dealers.

Our expertise is built on over 600,000 generator sets installed globally since 1990 alone, in a multitude of applications, in all environments and with a combined power output greater than that of the entire UK mains electricity supply. Today, when you choose one of our products, you benefit from that hard-earned experience.

To find out more about what FG Wilson can do for you, visit us at [www.fgwilson.com](http://www.fgwilson.com)



**Because your business never stops.**

You have enough things to think about. Losing power doesn't need to be one of them.

FG Wilson offer a complete range of robust and reliable well-maintained diesel generator sets from 6.8 - 2500 kVA which are easy to specify and operate and which require a minimum of maintenance.

Our dealers will help you choose a generator set which will give you years of service, see that it's installed and ensure you have all the service and support you need.

Now you can get on with the things which are important to you.

To find out more, visit [www.fgwilson.com](http://www.fgwilson.com)

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To find out more, visit [www.fgwilson.com](http://www.fgwilson.com)

**130,000** Reasons to Consider **FG Wilson**

At FG Wilson, we've built building and engineering projects, and we've built a reputation for reliability. Through our 50 years of experience, we've built a reputation for reliability. Through our 50 years of experience, we've built a reputation for reliability.

**Designed by Experts: You**

When we were developing the new FG Wilson 6.8 - 25 kVA range, we worked with the experts: the people who own and use generator sets every day.

**Shhhh.....** Can you hear the generator running?

At FG Wilson, we've been serious about generator set enclosures for a long time, since the late 1970s.

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**Winter gives us all a few more things to think about.**

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**Winter gives us all a few more things to think about. Losing power doesn't need to be one of them.**

FG Wilson offer a complete range of robust and reliable well-maintained diesel generator sets from 6.8 - 2500 kVA which are easy to specify and operate and which require a minimum of maintenance.

**Why settle for any part....**

**...when it's easy to have THE RIGHT PART?**

FG Wilson generator sets are made of the best quality materials and are built to last. They are built to last. They are built to last.

**Cool, Calm and Connected**

**FG WILSON**

**POWERING THE WORLD FOR 50 YEARS**

**m.Rahman & Co. Ltd. Bangladesh**

**When power goes off your business goes on**

Today when it comes to guaranteeing standby or emergency electrical power, in terms of cost, flexibility and responsiveness, there's really no better option than a diesel generator set.

**POWERING THE WORLD FOR 50 YEARS**



# Delivering Standby Power

For Ireland's Latest Data Centre

When a leading European provider of data centre services began the construction of a new data centre in Dublin, the provision of standby power was critical.

FG Wilson Engineering (Dublin) Ltd, who have been distributing FG Wilson generator sets since 1978, worked with the main contractor and consultant engineer, to supply, deliver, install & commission 5x10kV P2350/P2600E custom built containerized generator sets with a special DCC rating of 2350KVA/1880KW.

The project, worth over €3 million, will be delivered in three phases over a two year period, with FG Wilson Dublin supplying 2 units for phase 1 in 2016, a further 2 units in 2017 for phase 2 and a final unit for phase 3 in 2018.

Speaking about the project, David Blennerhassett, Managing Director of FG Wilson Engineering (Dublin) Ltd, says:

“Our initial requirement was to provide N+1 standby generator support for a final datacenter load of 8394KVA, to comply with Uptime Tier 3 requirements. A noise level of 85dba was to be achieved and a 48hrs double skinned fuel storage system in N+N configuration was required. Yearly usage of the generator set would be less than 200hrs.”



The generators were synchronized with each other via local 10kV 3 way RMU's installed in each generator container and onwawrd synchronised with the utility supply via main MV switchboards MV1.2 and MV 1.3 in A/B configuration. An MV load bank breaker was also installed for load testing purposes. The 2350KVA diesel generators were fitted with Comap Inteligen control panels and switchgear interface was provided via a PLC control system fitted with an Allen Bradley dual redundant hot standby PLC and Scada system. An onboard MV distribution switchboard was installed at the rear of the container. NER's & Zig Zag transformers were used for site earthing at 10kV.

When it comes to challenges, the FG Wilson Dublin team met a few along the way. David Continues;

“Space restriction was a key challenge for us, with very limited space on site, resulting in the generator sets and tanks having to be staked on a steel support gantry, provided by Structuretone.

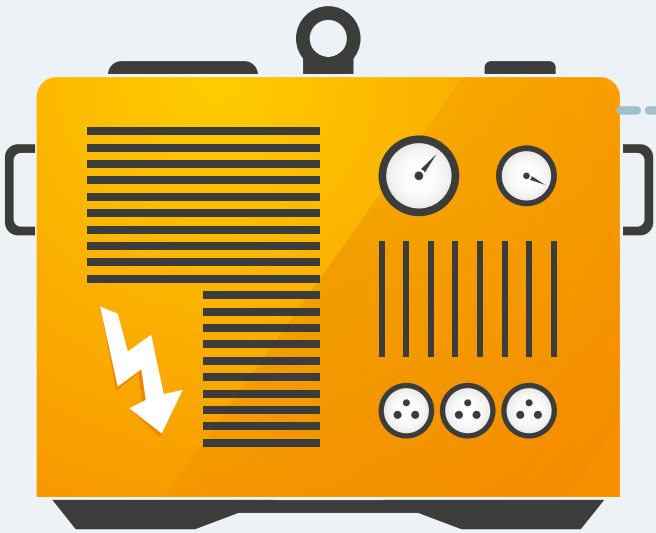
Achieving the 1880kW DCC rating was also a challenge, overcome successfully by the FGW applications guys. The control system was evolving as the generator sets were in build in the factory, which was not ideal and caused some difficulties. Phase 2 will see more challenges again as we will require a 500T crane lift for installation.”



The team were able to provide a cost efficient solution for the client, compared to their previous larger rated MTU units with remote roof mounted cooling that could not be

“Careful planning, attention to detail and bespoke design are key to this project. With phase one currently at site commissioning stage, we’ve received fantastic feedback from the client to date.

The strength of the Perkins brand name and our ability to guarantee comparable performance at a lower cost to the original MTU competitors, combined with the robust engine which best suited our clients datacenter application, helped secure this project. I’m delighted that we will now be a preferred supplier for any of the client’s future projects.”





# Showcase Your Success

We love reading about the wide range of exciting FG Wilson projects delivered by our dealers throughout the world and case studies are a great opportunity for you to showcase your business.

We are really keen to tell your success stories, profiling them on our website and Insight, sharing them on social media and publishing them in some of the industry's leading trade magazines.

We're also in the planning stages of adding a new agriculture industry sector to our website, so we're particularly interested to hear from dealers who have any farming or agriculture applications to talk about.

Lately we've been targeting this sector though our advertising and plan to build on this in 2017, so if you've been providing power solutions for this industry, we want to shout about it. Even if the project is only in the early stages, let us know.

If you have a project you'd like us to develop into a case study, please contact Julie Ann Donnelly [Donnelly\\_JulieAnn@cat.com](mailto:Donnelly_JulieAnn@cat.com)



## INDUSTRY CASE STUDIES

FG Wilson is dedicated to providing solutions to even the most complex power requirements. Learn more about the projects we have completed with our world class diesel generator sets.

FG Wilson offers a wealth of experience, expertise and know-how. Our engineers, project managers and Dealers have spent a total of forty years becoming industry leaders in meeting power needs around the globe.

For a detailed overview of our outstanding capabilities simply click on the project links below.



# Product News

## Floor Standing Circuit Breakers



We have recently introduced the new ABB EMAX 2 range, which replaces the existing ACB 1600-4000A floor standing circuit breakers on our large product range (→730 kVA).

The new breakers are currently available from our Larne facility.

### Key Features:

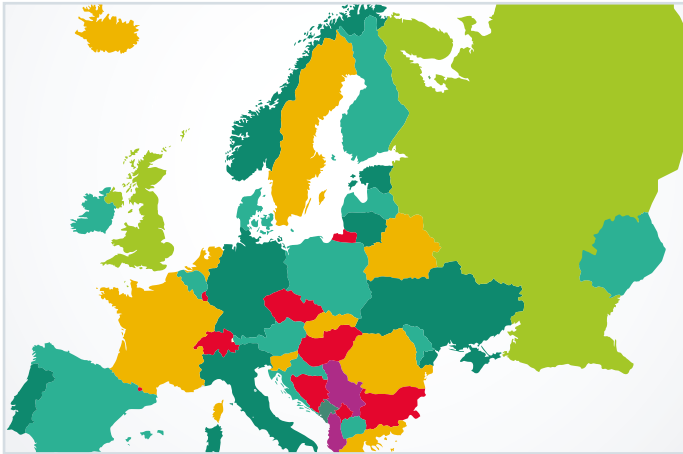
- Independently certified to meet IEC61439-2
  - IP23 as standard, IP54 upgrade\*
  - Configurable top and bottom cable entry
  - Assembly fault rating of 66 kA up to 100 kA\*
- \*Requires DTO

The introduction has also given us the opportunity to do a redesign of the breaker housing which complies with the new BS EN61439 switchgear standards.

We are also simplifying the circuit breaker upgrades ordering process. Now when ordering upgrades on your circuit breaker you will no longer need to select a specific PVR but rather order via the standard options selection process.

For further information please contact your [Regional Sales Manager](#)

## EU Market – Product Enhancements



Following feedback from you, our dealers, we are pleased to introduce two new PVRs on P250-3 & P275-3 models.

The new optional upgrades will meet the demand from those within the EU and are available to order via Gensets Online. Further details on these two PVRs can be found below:

**PVR5373 - New Level 2 enclosure** (EC noise compliant) upgrade and a new heavy duty baseframe.

**PVR5374 - Dual wall fuel tank upgrade**

For further information please contact your [Regional Sales Manager](#)



# Product News

## P450-2 & P550-2 EUIIIa Product - Now Available



Following on from the launch of the P450-2 & P550-2 via PVR earlier this year we are happy to announce that both enclosed models can now be ordered via the standard ordering process on Gensets Online (GSOL).

The order board is open with immediate effect, you will now have the ability to fully customise both models in GSOL.

For further information please contact your [Regional Sales Manager](#)

## P1125P1/P1250E1 now available via standard pricelist



The P1125P1/P1250E1 model from our [Large Range](#) is now available via the standard pricelist.

This exciting new product is powered by the new Perkins 4008-30TAG3 engine, with a capability of operating up to 50°C with no derate. This model now increases our kVA output to 1250 kVA on products in the range powered by the 4008 series engines.

The P1125P1/P1250E1 is currently available to order via a PVR and all orders should be placed via the standard ordering process on Gensets Online.

For further information please contact your [Regional Sales Manager](#)

