

**GENERAC®**



OUR BUSINESS IS  
**PROTECTING**  
**YOURS**

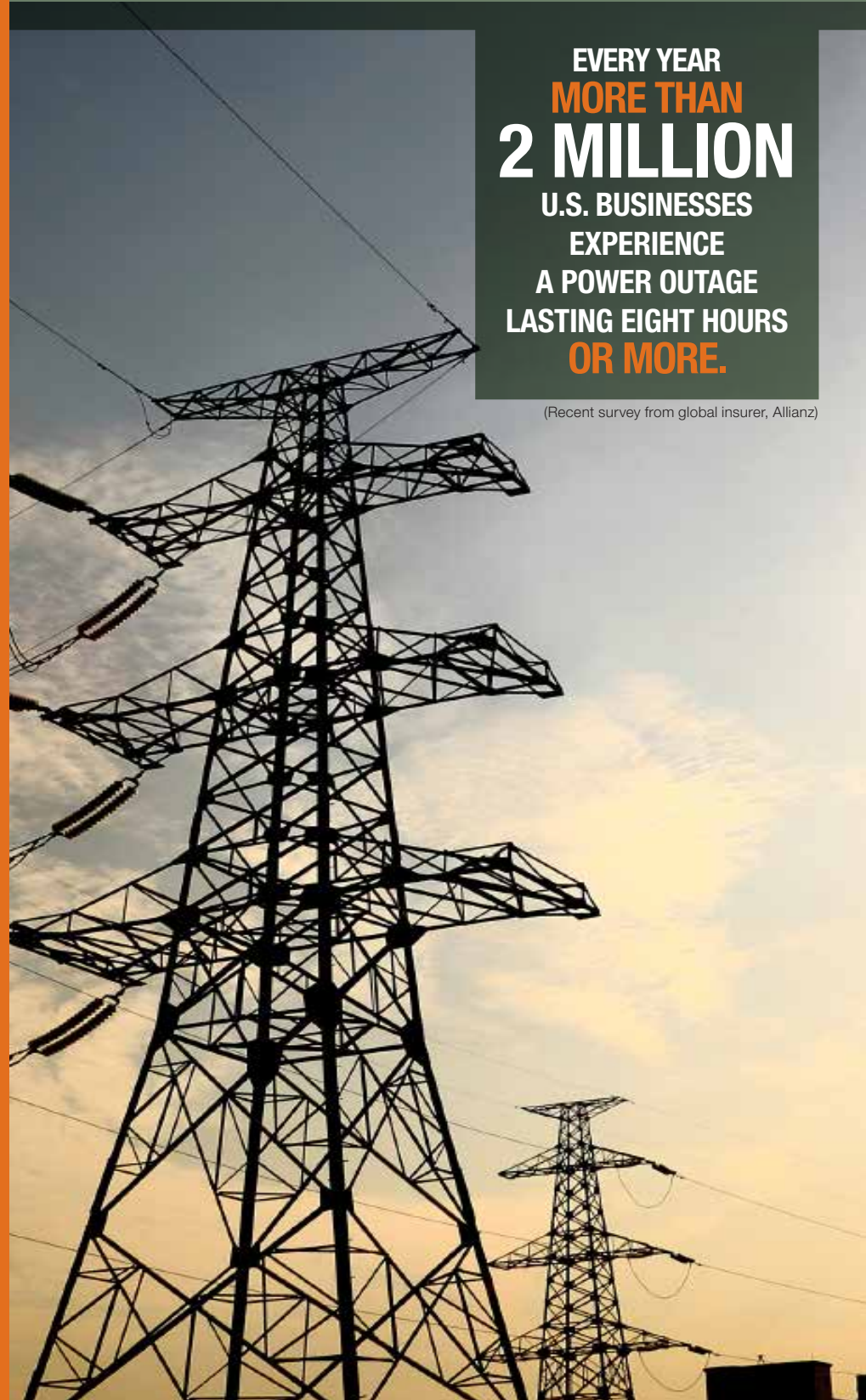


How much \$ would  
**8 hours** of downtime  
COST **your business?**

*"By failing to prepare, you are preparing to fail."  
—Benjamin Franklin*

EVERY YEAR  
**MORE THAN**  
**2 MILLION**  
U.S. BUSINESSES  
EXPERIENCE  
A POWER OUTAGE  
LASTING EIGHT HOURS  
**OR MORE.**

(Recent survey from global insurer, Allianz)



# Power for your **business.** Be your own **utility.**

If you own a business, you wear many hats and have many responsibilities: salesman, managers, marketer, human resources the list goes on. For you, **success isn't just business...it's personal.** Sleepless nights, sweat and tears have gone into every detail. Now, ensure your business will be there for years to come by protecting it from electrical failures that affect your operations.



# Empower your **business.**

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Disaster preparedness is vital to securing the success of your business. Without a Business Continuity Plan, your business is at risk. In fact **1 in every 4 businesses never re-open** their doors after a disaster, largely because of not having the proper processes and systems in place. With the many hats you wear running your business, the challenge becomes knowing which hat is needed when. It's also easy to lose focus on the future, when dealing with day-to-day concerns, but **long-term success takes long-term vision.**

**Disaster planning is a lifeline.** And with a little education, testing and disaster assistance your business—as well as your

community—can emerge from a crisis stronger and more united than ever. Power is at the center of preparedness. It makes the world of difference in times of crisis and when the lack of it can initiate the crisis itself.

**Power outages cost the US \$120 million annually.** It's a cost that's not going down anytime soon. Thousands of utility companies have under-invested and rely on a patchwork approach to repair our aging grid infrastructure. What's more, since 1990 demand for electricity has increased 400%. The result? **Power outage increases as well as severity.**





# What does business interruption insurance really ensure?

While business interruption insurance policies help offset costs associated with a disaster, they don't always cover damages associated with a power outage, and **they don't always cover losses 100 percent.**

Business Interruption Insurance typically has a 24–48 hour waiting period before the policy takes effect, so you absorb revenue losses during that period. Coverage is usually limited, additional riders may be required and policies can cost many thousands of dollars. Even if you do recover lost revenue, **can you ever recover lost customer trust or damage to the reputation of your business?**

## A STANDBY GENERATOR OFTEN PAYS FOR ITSELF IN ONE OUTAGE

BUSINESS	Lost Sales Per Hour*	Expected Annual Outage (HRS)	Expected Sales Lost Due to Outage Per Year
C-Store	\$556	44.68	\$24,842
High-Volume Restaurant	\$881	44.68	\$39,363
Pharmacy	\$1,750	44.68	\$78,190
Supermarket	\$4,388	44.68	\$196,056

\* Does not include the costs of damage or inventory losses.

# Levels of operation.

**You have options. Choose the level of operations that's right for your business**

For some business, locking the doors and waiting for power to return might be a viable alternative. Others require full operation for the duration of the outage. Many companies with brand operations decide that the best solution is often a strategic mixture of coverage based on the critical nature of products or services, brand locations, population density or any number of factors.



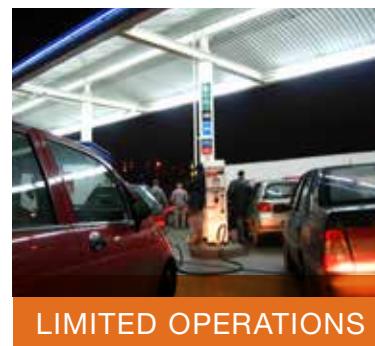
Lockup, go home and wait for the power to return.

- No revenue generation
- Profitability at risk
- Missed customer deadlines



Typically achieved with a generator that provides power to a limited number of circuits.

- Allows you to save data and shutdown computers safely
- Checkout remaining customers
- No revenue
- Potential profits loss



Using a generator that provides power to essential circuits so your business can stay open.

- Business can stay open
- Generate revenue
- Profits are protected
- Losses are reduced



Business operations continue as if there was no outage.

- Maintain revenue stream
- Profits are protected
- Gain new customers
- Become known as a reliable business in the community.



## What risk should be considered when **determining backup power requirements?**

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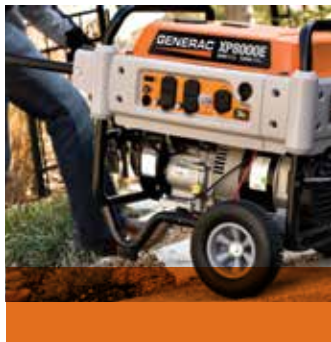
There are four key considerations that help determine backup power needs:

1. Security
2. Product Loss
3. Data and Revenue Loss
4. Personal Safety

As you can see, the risks start small and quickly get bigger. Theft during an outage is one thing. Compromised products, revenue loss and the legal ramifications of injuries on your property are another. Consider the level of risk at your business. If this has you wondering, you likely need to start planning for backup power.

# There's no such thing as **one size fits all.**

When it comes to backup power. So Generac has options that meet both power and budget requirements.



## Portable

Won't power your entire facility, but it will power a few critical systems



## Transfer Switch

Installing a pre-wired transfer switch enables your business to connect a portable or mobile unit during an outage. It's a great solution for budget-conscious businesses.



## Mobile Power

Tow a mobile unit to any location and connect it in minutes to a previously installed transfer switch. Mobile power can be operated for days at a time

These options must be set-up, fueled and started manually. A few downed trees or flooded streets could prevent access to your business

## Automatic back-up solutions.

Choose guaranteed, automatic protection within seconds of a power outage, whether you're there or not.

*It's the ultimate solution.*



Local codes, property restrictions or your unique power needs might mean moving up to a permanently installed solution. This is known as automatic standby power, and it's the choice of most businesses. As the name implies, these power systems start automatically when utility power is interrupted, and shut down automatically when utility power returns. Choose from diesel, LP, natural gas or bi-fuel systems.

Let Generac professionals help you make the right decision for the needs of your business.





***“Hope for the best, prepare for the worst.”***

*—Chris Bradford, The Ring of Earth*

Studies show every dollar spent on mitigation saves four dollars in Disaster Recovery.

Take steps to protect your business today so you don't have to react when disaster strikes.

# For over 50 years, all we've been able to think about **is power**

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What started in a garage more than 50 years ago is now the leading brand of back-up power solutions for residential applications, with more than 1,000,000 Home Standby Generators now in service. Our commercial power solutions provide backup power for virtually every type of business, from small to large. And with comprehensive knowledge and understanding of local codes and standards, Generac professionals ensure mission-critical installations at hospitals and water treatment facilities have fail-safe solutions.

Our innovative power products are available through a carefully scrutinized distribution and dealer network, as well as through nationwide retailers that work with local installation professionals.

Generac is excited to partner with you to develop a solution for your company. **our untiring focus is power**, and we look forward to doing the same for the next 50 years.



CORPORATE HEADQUARTERS WAUKESHA, WI

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**GENERAC®**

An orange horizontal bar that tapers at both ends, positioned below the word "GENERAC".

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