



FUELING YOUR **SUCCESS** WITH MANAGED GENERATOR SERVICES

The Power Of Backup Generators In The Petrol Industry

“My generator is the single most important investment I have here”

recounts Pinedale Food Mart’s owner Robert Lamb.

“Not only does it keep my doors open, fuel running and perishables viable, it also makes me the unofficial center of town during an outage. My neighbors know I’m going to be open for business, which makes me feel good about contributing to my community and I see in a surge in revenue.”

Robert Lamb
Owner / Operator of Pinedale Food Mart in New Bern, North Carolina



GAS STATIONS ARE A NECESSITY FOR DRIVERS DURING A POWER OUTAGE

Countless studies show that when disaster strikes, gas sales increase. While one might assume customer’s “hunker down” the reality is that people continue to need to get to work, continue their road trip or run out for convenient necessities making gas stations a key destination during power outages.

When a customer sees the bright, neon lights of an OPEN gas station during a power outage, it brings feelings of relief and refuge and, as a consequence, drives revenue.

Having a professionally installed and maintained backup generator is essential during a power outage to ensure gas pumps are operational and customers can be rung up to pay.

Additionally, the loss of perishable goods that expire or must be thrown out for food safety considerations results in a loss of \$62.5 Million dollars a year.

**Customer’s Remain Loyal
To A Business They Know
They Can Count On**



MANAGED GENERATOR SERVICES

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ADDITIONAL BENEFITS OF BACKUP POWER

Apart from ensuring you'll never lose out on potential sales and protect yourself against costly inventory loss due to food safety requirements, a backup generator plays a key role in:

ESTABLISHING BUSINESS CONTINUITY

The ability to stay open, no matter the weather, builds brand trust and drives top-of-mind awareness over your competition. Not only do you increase your current customer's brand loyalty, but you're also going to steal market share from the competition, increasing your overall customer base.

PEACE OF MIND

Knowing your business will always be open provides you with invaluable peace of mind. No more restless worrying before or during a storm about your business's ability to operate.

ASSISTING YOUR COMMUNITY

While revenue generation and inventory loss prevention are key drivers to a backup generator investment, you can feel good about being a reliable destination in your community, providing your neighbors with the fuel and food they need in an emergency.



BACKUP POWER WITH MANAGED GENERATOR SERVICES

We understand every business is different which is why we have sales consultants with over 25 years of experience to help you customize a backup power solution that fits your budget and your needs.

In addition to consultation and sales we have the largest network of certified technicians in the Southeast to ensure you're always covered from proactive preventative maintenance to troubleshoot and repair.

Contact us today so we can partner with you for an *"Always On"* future!



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