

## Press Release

### It Only Takes 1 Power Failure to Destroy the Reputation of Your Data Centre - are you at Risk?

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**As weather predictions and increasing power consumption continues to strain power grids, and heightens the chances of brownouts/blackouts, IT managers and Data Centre's rush to order backup diesel Generators and UPS systems from Generator Associates.**

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Generator Associates have recently received an influx of enquiries and orders from Data Centre's who are panicking that their existing power protection strategies will fail to protect them and their clients when the next power brownout / blackout strikes.

Data Centre's will not be considered by organisations looking for a new Data Centre, if they fail to provide security and backup power in the event of mains failure. Data Centre's with clients who host online businesses have to ensure their client's websites are online 24 hours a day, 7 days a week. The continuity of mains power supply is ever more questionable, and a major threat to businesses worldwide. Any organisation that relies on IT systems such as online businesses, data warehouses, new home builders and developers, and even manufacturing plants, run the risk of downtime should the Data Centre not have sufficient backup power.

Generator Associates Ltd have can avoid the potential disasters power failure could cause Data Centre's, by helping you choose the correct size and specification backup Generator and UPS solution they require now and in the near future. A large proportion of Data Centre's are reporting that although they invested in a backup power system a few years ago, they have rapidly outgrown the power provided, meaning they need to again source a larger Generator and UPS solution. Generator Associates have taken on their clients power supply problems as their own, and consider likely business growth when suggesting solutions. This means that Data Centre's who use Generator Associates to solve their power supply needs, can guarantee their clients that when other less well equipped Data Centre's are compensating their clients because of power cuts, they can assert their position in the market by guaranteeing availability.

Generator Associates are the specialists in industrial and commercial Generator hire and rental, supply, leasing and maintenance. Their solutions enable you to offer a fast and reliable service to your clients and keep your reputation in tact cost-effectively. It only takes one power failure to destroy a reputation that has taken years to build. Your reputation is priceless - If you rely on IT systems it is time to protect it now!

Whether it is UPS or Diesel Generator hire, sales or lease you require, Generator Associates provide a range of new and used Generators to exceed your expectations. Generator Associates are currently offering a **free initial assessment** of your power supply needs. Call 01623 624005 for further details.

**For Immediate Release**

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**Notes to Editors**

Generator Associates Ltd are the fastest growing auxiliary power generation company in the UK, with over 20 years experience in all aspects of backup power generation and finance. They supply a range of generators from 5 to 3000Kva, and offer leasing packages to take the sting out of the tail of Capital Expenditure, spreading the financial outlay over an extended period, to generate a low fixed monthly rental. To ensure clients requirements are fully met, they advise, supply, finance, and maintain a wide range of generators and UPS from the worlds leading manufacturers including SDMO, Perkins, Cummins and Pramac. **lete solution**