

## Press Release

### With the worst ever UK energy price hike expected, its time for an alternative cost-effective solution

T: 01623 624005  
F: 01623 635595

E: [enquiries@generatorassociates.com](mailto:enquiries@generatorassociates.com)  
W: [www.generatorassociates.com](http://www.generatorassociates.com)

**Generator supply, hire and maintenance specialists Generator Associates Ltd highlights an exciting alternative for organisations – Generate your own power.**  
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As all the large energy firms including Powergen, British Gas, Scottish Power and NPower announce regular price increases, organisations throughout the UK are trying desperately to cope. Energyhelpline.com suggests organisations coming out of 12-month contracts are facing up to 40% price increases, and those coming out of 3 year contracts can be expected to pay more than double the rates they currently pay. For manufacturers and food processors, energy is the second highest overhead after staff, so it is understandable these ongoing rises are hitting home hard.

It seems the spiraling gas and electricity prices are never ending, with Powergen implementing 5 price rises on gas customers, and 4 on electricity customers since 2004 alone. Britain's energy users including manufacturers, builders, data centres and web hosting firms, are failing to receive price protection suggests Energywatch. Even the European Commission is investigating why wholesale energy prices in the UK have risen so sharply. One of the major factors appears to be that many of the big energy suppliers are based in mainland Europe (of which many are national monopolies), and they have been holding back supplies, leading to increased energy prices. The UK has become increasingly reliant upon imported gas, and this is why all organisations will continue to face increasing uncertainty and price increases.

Why not then be pro-active and address the situation at your organisation before you become an energy casualty. We all need to formulate a long-term strategy for our power requirements. Some organisations are taking responsibility for their future success, and are deciding to generate their own source of power with diesel or petrol generators. Generator Associates are the power supply specialists the professionals call when they need independent and expert advice on how to solve their power supply needs. Various industrial and commercial organisations are looking to Generator Associates to help advise, supply, hire, lease and maintain generator solutions which provide their primary power. This way they are reliant on no one, and can take security from the knowledge that they are in control of their energy costs.

Organisations that refuse to be dictated to by energy companies, can work with Generator Associates to devise a strategy that is cost-effective and puts the ball back in businesses court. They will be protected from the volatility and sharp price rises that those who fail to act will be effected by. Not only do you control costs, but also depending on which finance method chosen, organisations can keep the asset at the end of the agreement. See [www.generatorassociates.com](http://www.generatorassociates.com) for further details.

**For Immediate Release**

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**For further information please contact:**

Claire Louise Stevens, Director, CLS Marketing  
Tel: 01623 624005 Fax: 01623 635595  
Email: [claire.stevens@clsmarketing.co.uk](mailto:claire.stevens@clsmarketing.co.uk)  
[www.clsmarketing.co.uk](http://www.clsmarketing.co.uk)

**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 1kw 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 and Pramac.