Market Segment: Standby Power

POWER PROFILE

Elements of Living PR

POWER NEED

Elements of Living PR is a full-service design firm specializing in home and business renovation in Puerto Rico and the U.S. Virgin Islands. Working with residential and commercial clients for the past 22 years, Elements of Living PR has established its business as a total service provider, helping clients create their dream homes or optimum work spaces using high-end materials and state-of-the-art furnishings.

In addition to designing homes and interior spaces, Elements of Living PR also offers recommendations on generator sets and installation services for residential clients seeking emergency power solutions. Standby power is critical to local homeowners, as hurricanes in the Caribbean often disrupt primary sources of power.

Clients of Elements of Living PR often prefer that generator sets be installed with an enclosure away from their homes to ensure optimum noise attenuation — a major consideration for homeowners who do not wish to disrupt their lifestyles or disturb their neighbors.

"Our clients demand the best and trust us to deliver the highest quality products and expertise," said Roberto Rosa Trujillo, president of Elements of Living PR. "They are looking to protect their investments, and they are not willing to compromise on performance, customer service or efficiency in any aspect of their homes."

SOLUTION

Over the past two years, Elements of Living PR has turned to RIMCO, the local Cat® Dealer, to provide standby power solutions for several client residences as well as the company's own facility. The company has purchased and installed one Cat and three Olympian™ generator sets ranging in output from 13 kW to 20 kW for clients, while also installing an Olympian 55 kW GEP50-7 diesel generator set for the company's headquarters in Camuy.

Olympian generator sets offer the perfect standby solution, delivering clean and economical power even in demanding conditions. One of the most appealing features for residential settings is the quiet operation of Olympian generator sets, enabled by sound absorbent materials, an improved exhaust system and better-managed airflow.

Reliability is key for Elements of Living PR clients, and Cat and Olympian generator sets are designed, engineered and manufactured for optimal performance at an ISO9001 Caterpillar facility. All major components are tested individually, and the entire unit is then tested for safety and operation at and over 100 percent of its rated load.

Each of the units purchased by Elements of Living PR is equipped with a Cat Automatic Transfer Switch (ATS), a critical component for safety and reliability. The ATS starts the generator set when a power outage occurs and breaks the connection to the primary power source. When utility power is restored, the ATS automatically transfers back to utility power and turns off the generator set. The ATS is optimal for areas like the Caribbean, which are prone to frequent power outages during natural disasters.

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CUSTOMER

Elements of Living PR

LOCATION

Camuy, Puerto Rico

CUSTOMER BUSINESS ISSUE

Standby power for residential and commercial customers in Puerto Rico and U.S. Virgin Islands

SOLUTION

- One Olympian™ 13 kW GEP11SP4 diesel generator set
- Two Olympian 17 kW GEP14SP4 diesel generator sets
- One Cat® 20 kW D20-6 diesel generator set
- One Olympian 55 kW GEP50-7 diesel generator set
- Cat Automatic Transfer Switches (ATS)
- Technical instruction for installers

CAT DEALER

RIMCO

CATERPILLAR®

RESULTS

Rosa says the Cat and Olympian products are "strong and reliable," and he is confident recommending these generator sets to his customers based on his satisfaction with the products, as well as the ongoing support from RIMCO.

"These generator sets have never failed in all the years we have used them," Rosa said. "As long as these units are properly maintained, they are always ready to perform well in the event of an emergency."

Elements of Living PR staff participate in RIMCO's yearly technical class for installers. These workshops provide an overview of Caterpillar's Application & Installation guidelines, as well as instruction on basic service for generator sets.

"Elements of Living PR has cultivated a well-deserved reputation for providing excellent service, premium quality and unmatched expertise," said Richard F. McConnie, president of RIMCO. "We are proud that they have repeatedly chosen Cat and Olympian generator sets and our ongoing technical instruction to meet and exceed the high expectations of their clients."

RIMCO helps Elements of Living PR reduce inventory costs by keeping a complete stock of parts needed for maintenance and providing prompt delivery. In fact, RIMCO supports Elements of Living PR's relationships with their clients by sending dealer staff to deliver parts and supplies if the resident is unable to pick them up.

"RIMCO really supports our business by going above and beyond the basics to meet the needs of our clients," Rosa said. "Why would I want to buy from another company that does not offer me the parts and service that I expect from Caterpillar and RIMCO?"

For more information, please visit www.catelectricpowerinfo.com/pp.

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