

November 2011 – February 2012  
Issue 2

**critical**  
POWER SUPPLIES

APPLICATION FOCUSSED ■ CUSTOMER DRIVEN ■ SERVICE ORIENTED

Our power protection and energy management products, services and experience ensure you are never without electricity.

One supplier – a total solution for all your critical power, cooling and energy needs.

Mains electricity cannot be taken for granted:

“The annual system availability of the National Electricity Transmission System in the UK 2009–2010 was just 95.44%.”

Source: National Electricity System Performance Report 2009–2010 – National Grid.

Ask about our free critical power and cooling site survey

Visit us at:  
[www.criticalpowersupplies.co.uk](http://www.criticalpowersupplies.co.uk)

Sales: 0845 519 3638  
Fax: 0845 519 3639  
24hour Service : 0845 519 3928



Precipitated by the increased use of smart phones and handhelds, today's managers and executives assert that email is the most critical aspect to business success – critical to the sales process and highly important for customer service.

**But** to focus on email is to ignore the one element that is absolutely crucial to business continuity – power protection. Without a continuous source of electricity, there can be no email.

No email, no sales process, no customer service, no lights, no computer systems, no building management or security, no tills ringing, no processing, no manufacturing plant, no.....anything!

**Businesses need electricity.**



"By 2020, all the data centres in the world will consume more energy than France, Germany, Canada and Brazil combined."



We understand the need for power continuity in today's business environments. We have 25 years' experience of implementing power protection solutions that provide our customers with sustainable uptime.

We've made it our business to address the critical power needs of all sorts of businesses, in different markets and for a variety of applications.

Whether a processing system in a financial institution, critical hospital equipment, data centre infrastructure or manufacturing line, we have the experience, services and products necessary to ensure your power continuity – no matter what.

From uninterruptible power supplies (UPS), generators, switchgear – and other power equipment – we supply, install and sell a wide range of products and solutions from top brands in the industry.



## Our customer recommendations and values

As a company, we value people, building relationships, going the extra mile for customers, green policies and service.

We understand and appreciate the value customers place on pre and post sales support. Critical power protection is not a 'fit-and-forget' solution. We put a great deal into building long-term relationships with our customers based on true partner principles.

This includes going the extra mile to get the job done. No two businesses are the same.

We also place emphasis on 'green' policies and our approach is two-fold: we ensure that we, as a company, operate sustainably (managing our use of natural resources, implementing energy efficient policies, optimising our travel and distribution) and that the products and solutions we supply are energy efficient.

Lastly, through a programme of continuous improvement, we ensure the level of service we provide is consistently first-class and high quality.

**Our values are what set us apart.**



“£110 billion is being spent on energy infrastructure investment over the next ten years. The scale of investment required means higher energy bills are almost certain.”

Source: ofgem – presentation by Alistair Buchanan CBE, Chief Executive – Feb 2011



## “Service is not just a department – it’s our state of mind”

Service is key to our success and all of our customers can expect top-class service. Whether we supply a small file server UPS installation or a large, turnkey industrial solution, you can expect the same high quality, professionalism, expertise and commitment.

And it doesn’t stop there; we provide a range of targeted, cost effective power services too, including:

- Site surveys and project management (you only have to deal with one supplier).
- Electrical installation and commissioning.
- Battery build, test, replacement and disposal.
- System decommissioning, relocation and disposal.
- 24/7 maintenance contracts, including site monitoring.
- Battery monitoring systems.
- UPS and generator hire.
- Power protection training.
- Site manual and CAD file updating.

We operate nationwide. All our engineers are trained and certified (by official bodies such as the ECA and the manufacturers whose equipment we supply). This means we have access to the latest product training, hardware updates, spares and technical documentation to ensure your system is the most robust and resilient it can be and that you can face up to the power protection issues of today – and tomorrow.



We are manufacturer-independent, which enables us to choose the best products for your particular installation. We can even tailor a solution to specifically match your exact power protection requirements.



“World primary energy demand is expected to increase by more than 30% until the year 2035. Rising demand in developing countries is diverting energy supplies away from Europe. China alone is expected to use 20% of global energy by 2035.”

Source: International Energy Agency – 2011.





## Capabilities

- Compliance to ISO 9001, ISO 14001, ISO 18001.
- SAFEContractor certified systems.
- Nationwide, 24/7 service coverage.
- 24-hour technical support hotline.
- Remote site monitoring software and reports.
- Regional spares and crash kit stores.
- Emergency call outs.
- Preventative maintenance and equipment health-check visits.
- Manufacturer certified engineers.
- Third-party UPS and generator maintenance.
- Battery testing, replacement and disposal.
- UPS relocations, removal and disposal.
- Licensed as Environmental Agency Waste Carriers.

## Technologies

- Uninterruptible power supplies (UPS).
- Standby power generators.
- DC standby power systems.
- Battery packs, stands and cabinets.
- Maintenance bypasses and switchgear.
- Static Transfer Switches (STS).
- Power Distribution Units (PDU).
- UPS monitoring and control software.
- AC and DC power inverters.
- Renewable energy solutions: solar panels and inverters, wind turbines, flywheels, fuel cells.



“The EU has the ambition to largely decarbonise the electricity and transport sectors by 2050. None of this will happen without a technological revolution.”

Source: Commissioner Gunther Oettinger  
– Europe’s Energy Challenge



## UPS

Whether you're an end user wanting a small, offline UPS for a home office or a consultant/specifier with stringent customer demands to meet, we stock a wide range of UPS from leading manufacturers. We keep many products in stock and can fulfil orders quickly and efficiently. As we are specialists in this market, we offer impartial advice and guidance on choosing the right UPS for your application. We select only the best-in-class UPS providers whose products are renowned for quality and reliability – and we offer competitive prices. All of this combined with fast delivery puts us in pole position when it comes to enabling you to meet customer demands.

## Battery Monitoring

There are different schools of thought on how to monitor UPS batteries – and some are more effective than others. The point is to optimise the performance and design life of your UPS batteries and accumulator installations so that you save money in the long-term. This also helps to avoid sudden breakdown from deficient batteries (one compromised battery can weaken or break a whole string). We offer intelligent battery monitoring solutions that combine technology with human intelligence – an unbeatable combination.

## Batteries

Batteries are one of the most critical elements of a UPS system. They provide short-duration back up power to bridge the gap between mains failure and generator start up, and in many installations, offer extended runtime from a few minutes in duration to several hours. Generators also incorporate starter batteries. UPS batteries are designed to last from 5–10 years but they require specialist, licensed, end-of-life disposal. We supply only the best UPS batteries from specialist manufacturers noted for quality and reliability, alongside high efficiency and lowest cost overall (lifetime costs). We carry a large stock of batteries, so we can offer fast delivery. We are also licensed to dispose of batteries and electrical equipment and can incorporate the cost into the price of your new batteries, thus making it cheaper overall.



## Generators

You should buy your generator from us for the following reasons:

- We supply many of the leading manufacturers of industrial generators, including SDMO and Kipor, synonymous with quality and reliability.
- We stock a wide range of portable generators and offer fast delivery.
- We are up-to-speed with market developments and the latest technology and can advise on the best products to meet your specific requirements.
- We have insider knowledge of the market and know which products perform best in each application.
- We can offer expert guidance on generator sizing, which is a critical aspect of choosing and installing a generator.
- In our experience, people rarely buy just a generator. We stock a comprehensive range of ancillary products, which enables you to source all you need from one place, efficiently and conveniently.



## Onsite Services

Being manufacturer independent and accredited by those whose products we supply, we are in the distinctive position of enabling our nationwide (including Northern Ireland) team of expert engineers to provide onsite services across the board, including:

- Power quality surveys
- Electrical site surveys
- Electrical installation
- Business resilience surveys
- Maintenance services
- Battery removal and disposal
- Specialist positioning of new equipment
- Disposal of legacy equipment

## Telecom Inverters

An inverter turns a dc mains power feed into an ac supply, which is then acceptable to sensitive telecommunications equipment, such as keyphones, PBXs, EPoS systems and so on. Telecom inverters should be designed for purpose, not just any old inverter. We have skilled knowledge of this market and supply a range of products to suit different telecommunications applications such as telecom PBX, VoIP (Voice over Internet Protocol), PoE (Power over Ethernet) and telecom keyphones. We supply 12/24/48/110Vdc inverters with a 230Vac 50Hz isolated sinewave output in a 19 inch rackmount format – perfect for telecoms installations.

## Renewable Inverters

The same is true for inverters that will be installed in renewable applications, such as those that work alongside a Solar installation, for example. You need to be sure they are the right one for the job. If you buy from us, you can rest assured that's what you're getting. We only supply best-in-class renewables inverter products that meet with our strict supply chain guidelines and standards of quality, health and safety and environmental eco management.

## Remote Monitoring

Monitoring is an all-important component of any critical application and power protection strategy. Remote monitoring gives you peace of mind. It means that monitoring of your power protection system is being carried out 24/7/365 by qualified and experienced engineers, our Critical Watch Command, whose job it is to make sure you are never without power, that your systems are running optimally at all times and that all 'issues' are flagged up and dealt with immediately or as soon as possible. The beauty of remote monitoring is that it negates you having to employ a team of engineers to work shifts to do it onsite. Remote monitoring uses a software system and communications protocols (such as RS232) to provide a two-way data link between your power protection system and our Critical Watch Command centre. Our software team will help you configure the remote monitoring solution, either on or off site, prior to despatch, thus ensuring you have a system that works right out of the box.



## Our customers...

- ASDA
- British Airways
- Edinburgh University
- ING
- Kodak
- Ministry of Defence
- Nat West Bank
- Network Rail
- Royal Air Force
- Zurich Direct

## ...in numerous markets...

- Defence
- Government
- Healthcare
- Industry
- Information Technology
- Marine
- Retail
- Telecommunications

## ... across the globe

- Antarctica
- Denmark
- France
- Germany
- Ireland
- Italy
- Lithuania
- Middle East
- North America
- Russia
- Singapore
- Spain
- UK

## We're here to help

For a no nonsense, informal chat about your critical power supply requirements, you can get in touch with us in one of several ways:

Call sales: 0845 519 3638  
24-hour Service: 0845 519 3928  
Fax: 0845 519 3639  
Email: [sales@criticalpowersupplies.co.uk](mailto:sales@criticalpowersupplies.co.uk)  
with your details and we will contact you.

**critical**  
POWER SUPPLIES

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win an iPad 2

