After substantial interviews with visitors to our Web site, we launched the new KohlerRental.com to offer a best-in-class experience with more content to research the projects you’re working on. Whether you’re seeking specs on the various mobile air-conditioning units or wondering how many kilowatts of power to get you through the next facility shutdown, you now have greater access to relevant technical content and planning tools. Through interactive demos and even a 360-degree video, you can also get an inside peek at the popular KOHLER® luxury restroom options.

When you’re ready to talk with us, simply enter your project information to request a quote. The Kohler Rental office nearest you will get an estimate back to you. Please browse and give us your feedback. We’d be happy to hear from you.

Kohler developed a new emergency preparedness program that delivers generators to customers before hurricanes threaten. Kohler leads the market with new emergency preparedness program

With visions of hurricane Katrina still vivid from 2005 and with predictions for a very active 2007 season, more American businesses in the Southeast and along the Gulf Coast are instituting preparedness plans that will ensure emergency power in the event of widespread and sustained outages.

“We had a relatively quiet season in 2006 but Katrina forever changed the industry,” says Stephen Reitze, Regional Manager, Kohler Rental – Orlando. “Businesses just aren’t rolling the dice anymore. They readily recognize the financial impact of losing power — lost goods, lost business and lost customers.”

Reitze adds that lessons learned in the wake of the 2005 hurricane season changed perceptions of both businesses and emergency response companies like Kohler Rental. “We felt that the industry could do a better job taking care of customers, so Kohler developed a new emergency preparedness program that delivers generators to customers before hurricanes threaten and leaves them in place throughout the season.”

The result, points out Gary Evans, Senior Account Manager, Kohler Rental – Miami, is that businesses not only are assured of back-up power during high-demand periods, but delivery logistics are substantially simplified, transportation fees are minimized, and — in another change — a flat rate for typical run-time charges is now built into the plan.

“Besides ensuring timely delivery of ‘rental-ready’ generators, the Kohler plan removes all guesswork about costs over the course of the season,” says Evans. “For a client like Kindred Healthcare that has taken out a combination of 6-month and multi-year contracts for backup power over the next three years, your world will be uninterrupted.”

For everything from equipment specs to a virtual tour of the new luxury restrooms from Kohler Rental, visit the all-new KohlerRental.com.
Under the new KOHLER emergency preparedness plan, more generators are being placed “upfront” before bad weather threatens. But when a hurricane hits, there are still a large number of generators available to rent on a spot basis, and the Kohler Disaster Emergency Response Team (D.E.R.T.) – with all communications routed through a central “war room” in Kohler, Wisconsin – plays a key role in projecting where demand is going to be and coordinating the staging of KOHLER back-up generators.

“The Home Depot is a great example,” says Reitze. “It’s prohibitively expensive to backup something like 100 stores throughout the hurricane impact zone, especially when you realize that you can back them all up by positioning, say, three generators in Miami, four in Orlando and a half-dozen along the Gulf Coast. Then The Home Depot personnel monitor the weather and move generators where they are needed.”

Whether it’s a meat market, a school district or a grocery store, business can lose hundreds or thousands of dollars in food from a single power outage. “A big-box retailer has a $1-million-a-day exposure to hurricanes,” says Steve Jaffe, Senior Account Manager, Kohler Rental – Orlando.

Kohler Rental – Houston is also very busy offering the Kohler emergency preparedness program to customers ranging from grocery store chains to gas stations. “Gas stations are actually critical in Houston because evacuations have produced gridlock out on the freeways,” says Erik Hansen, Regional Manger, Kohler Rental – Houston. “We decided not to evacuate during Rita because of the horror stories about cars running out of gas. We had a portable generator on hand but couldn’t get gas for it!”

Houston, though, is dominated by big players like ConocoPhillips, the petrochemical giant that recently signed on for the Kohler emergency preparedness program. A hurricane that’s headed directly for Houston actually threatens three ConocoPhillips facilities, with many more sprinkled along the 350-mile sector between New Orleans and Houston.

“We’re providing ConocoPhillips with quite an array of power — dozens of generators ranging in size from 50 kW to 2,000 kW — that it can deploy at any of a half-dozen refineries or other facilities,” says Hansen. “Plus, we’re providing five 10-ton air conditioners, mainly for control rooms that, without power, could easily hit 140 degrees and overheat computers in the Texas heat.”

In Texas, the Gulf Coast, Florida and up and down the entire Atlantic seaboard, the thinking is the same: fail to plan for a power outage, and you’re planning to fail. With the Kohler emergency preparedness program, smart businesses are limiting the risks associated with the potential for widespread power outages.
NEW PREMIER DISTRIBUTORS EXPAND KOHLER RENTAL REACH

The Premier Distributor program from Kohler Rental continues to expand locally based rental fleets, making a wider range of power equipment immediately available to customers at competitive prices. “We’ve been in the power business since 1947, so this is a company that knows how to evolve with the market,” says Mike Rader, Service Manager, Buckeye Power Sales, a Columbus, Ohio-based distributor of Kohler Power with branches in Cleveland, Cincinnati and Indianapolis. “We’ve been selling KOHLER® generators from the beginning, and over the years we’ve added outdoor power equipment. Today the rental power market is booming.”

In fact, Buckeye was already receiving a steady stream of calls that regularly emptied their rental fleet of 30 generators spread among the four branches. And the phone just kept ringing. Once Buckeye became a KOHLER Premier Distributor, Rader could keep saying “yes” to virtually every call because Buckeye is able to utilize the Kohler-owned rental generators that doubled the fleet stored on Buckeye yards. Plus, adds Rader, “we can rent virtually anything in the entire Kohler Rental national fleet without having to put out the capital on, say, a 1,200 kilowatt or 2 megawatt generator. The customer wins both in terms of availability and pricing.”

Other benefits also make the relationship beneficial, adds Tony Crandall, the Kohler Rental account manager “embedded” at Buckeye. “Not only can we offer more KOHLER generators to more customers in more locations across the country, we can also partner with Buckeye to serve larger customers in a coordinated manner. The combination of local knowledge and national reach is a big plus for customers. With local support from Premier Distributors like Buckeye, Kohler Rental can take on the larger jobs that a distributor like Buckeye wouldn’t normally bid on.”

Rader also points out that more units out on rentals means more support and service work, but Buckeye has responded quickly and efficiently. “We’re sold on partnering with Kohler. We’ve become more accessible and more responsive to our industrial and commercial customers. And that’s the business — doing more for the customer.”

KOHLER RENTAL AND BUCKEYE TEAM UP TO TACKLE A BIG JOB

Tony Crandall, Kohler Rental: On a Wednesday night at 8:45 I got a call from a national food-service packaging company. They had experienced a catastrophic electrical failure at a manufacturing plant in the Columbus area. They asked for preliminary numbers on a 1 meg and a 2 meg generator, and within the hour they called back and said, “Let’s go, ASAP!”

Mike Rader: Tony got the call in the first place thanks to a referral from Jess Howard Electric, a local contractor who has worked with Buckeye Power Sales for years. So our local presence helped, but Buckeye probably wouldn’t have even tried to handle such a big job with big units on its own, especially on an emergency basis. But for Tony and Kohler Rental, this was all normal.

Crandall: I called Bobby Braun in the Chicago office of Kohler Rental for logistics support. We checked for equipment and found it via Ken Jung, my counterpart with CK Power, a KOHLER Premier Distributor in St. Louis. Using Ken’s freight hauler, we had a 1 meg and a 2 meg on two trucks in about two hours. Cable came from St. Louis and the Kohler Rental regional office in Chicago, thanks to a tech and driver working through the night. I called Mike at Buckeye to coordinate with local fuel vendors.

Rader: Tony was actually tied up with another client in Toledo on Thursday morning, so I was on-site in Columbus when the generators arrived before 8 a.m. We had cables by 10, and we were hooked up, fueled and running shortly thereafter. One generator ran for two days; the second for a week; Buckeye provided fuel and service support.

Crandall: The customer was very impressed with Kohler’s response time and how smoothly everything went.
PORTABLE HEAT KEY TO CAMBRIDGE HOMES DEVELOPMENT STRATEGY

During a housing boom, new homes are being built so rapidly that utility power often can’t keep up. Recently in Las Vegas, Kohler Rental powered entire communities under construction.

Today, in a slower housing market, many builders like Cambridge Homes — recently named the Illinois Builder of the Year — have shifted to a new strategy: have enough foundations started to stay ahead of sales, but only frame and finish a home when you get the sale.

“The density of home building is down — but with the distances between homes, we’re now running just two houses off each generator, instead of a half dozen or more,” says Frank Thompson, Senior Account Manager, Kohler Rental – Chicago. “But it still makes economic sense for our customers like Cambridge. Portable power and heat have changed how homes are built.”

As Thompson describes it, little or no power is actually needed to build a home, as contractors generally work off small portable units. But the key to building homes in colder climates like Chicago, is heat. Homes used to be generally started in fall or winter and finished during spring and summer when warmer temperatures allowed glues and paints to dry naturally. But with builders now wanting to deliver finished homes just-in-time, year-round, waiting for spring is “old school.”

“What we’re doing now for Cambridge is wiring right from the generator into the meters,” says Thompson. “Then all the builder needs is an extension cord for the KOHLER® heaters.”

The portable heaters keep a house warm enough even in the dead of winter to cure drywall and cement floors and dry adhesives and spray paints. “Cambridge can build homes at any rate that’s right for the current market,” says Thompson, “and Kohler can easily scale the power and heat to match. In our business, we’re always adapting.”