



# Standby power

## > **Case History** Lifestyle Brands

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### **Where:**

Lifestyle Brands, Hennopsrivier, South Africa

### **Distributor:**

Cummins South Africa

### **What:**

Generator sets are one C1400D5 (S)

### **Purpose:**

Provision of reliable source of stand-by power to leading manufacturer and distributor of bakery products, to ensure all operations (including production) are unaffected in the event of a power blackout.

### **Primary choice factors:**

- Ability to offer a turnkey standby power solution (includes supply of plinth, electrical and mechanical installation and Changeover Panel)
- Ability for installation to meet noise emission requirements, proven track record established by previous supply of rental product

### **Cummins South Africa enjoys the taste of success**

It is estimated that more than a million pies are consumed in Southern Africa every day. This pie phenomenon is partly due to the convenience of the product, a quick nutritious snack packed with juicy flavour. Pies are available in a variety of fillings to suit every taste for a wide range of consumers.

Capitalising on the growth of this market is Lifestyle Brands, a major South African player in the supply and marketing of pre-baked ready-to-eat pies, hygienically packed in branded packets (key brands are Piemans and Seemann's). The company also supplies frozen unbaked pies ideally suited to all types of in-store bakeries and customers with baking facilities, and has recently introduced a range of luxury muffins.



The food-manufacturing sector operates under stringent regulations and a consistent commitment to food safety and freshness are of paramount importance if a business is to succeed. In order to deliver against these critical manufacturing requirements it is essential to ensure that production is unaffected by any interruptions in power. Therefore a standby power solution, which takes over in the event of a grid power outage is a fundamental consideration.

Lifestyle Brands, operates out of substantial premises at Lifestyle Park, situated 120 km from Johannesburg but also has a facility at Fifers Bakery, in Isando. With the investment associated with establishing a new production line for its Luxury Muffins product at Lifestyle Park, the company was keen to secure a reliable standby power service capable of delivering the 2000A power required to maintain the efficient running of the site.

When it came to identifying a suitable standby power provider, Cummins Power Generation was considered alongside competitor Caterpillar Lifestyle Brands was already suitably impressed with the superb sales service demonstrated when the company started using two Cummins Power Generation rental units in February 2008. This coupled with Cummins Power Generation's ability to provide a turnkey power solution in a soundproof container unit (noise reduction represented an over-riding priority for this installation) resulted in the contract being awarded to Cummins SA.

Edward Henderson, Sales Manager Capital Power Projects, Cummins Power Generation says "the customer required a dependable, silent power solution capable of delivering power to the entire building in the event of an interruption of mains power. The C1400 – D5 (S) generator set supplied is presented in a 12M ISO Container complete with Sound attenuation to minimise noise disruption to 75 dBA at 7M away from the generator set.

"The Cummins automatic changeover system monitors the utility supply constantly and should a break in the power supply occur; the generator will automatically start up and supply power to the building. When the utility power is restored, the generator set changeover system will then change back to utility supply and switch the genset off. Normal power is now restored".

The true measure of the customer's satisfaction with the generator set installation is reflected in Lifestyle Brand's request for a further 700-D5 soundproof Cummins stand-by power solution for the company's Fifers Bakery site to ensure a consistent supply of power to maintain all company operations – enabling Lifestyle Brands to continue to enjoy the taste of commercial success!

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