



21 May 2008

## ARC-GEN ENJOYS RECORD SALES AT SED



Arc-Gen may have had one of the 'quietest' stands at this year's SED but it was the busiest in terms of sales.

The company which supplies premium on-site power equipment to the construction industry launched a new series of Ultra Silent and Super Silent generators with the help of two mime artists.

The two DCA Ultra Silent generators - 22kVA and 40kVA - had never been seen before in the UK and are some of the quietest available in Europe. They generate 50db(A) at 7m compared to the industry average of 65db(A).

Seven additional DCA models - ranging from 14kVA to 100kVA in the Super Silent category - were also unveiled at SED, giving customers enhanced solutions to their on-site power requirements.

Arc-Gen also showcased three additions to the company's bestselling Weldmaker series - a 400 and 500 SSD plus a 400 CC/CV.

Arc-Gen chief executive Mark Hodgkins said: "We thought last year's SED was a success but this year exceeded our expectations in terms of stand sales and hot leads.

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“We invested more than ever before in our stand in terms of size and display. We even had a couple of mime artists to help communicate our new Ultra Silent and Super Silent ranges.

“But the talk of the show was our Ultra Silent generators which were so quiet and stable that visitors couldn’t believe they were operating, even when standing next to them.

“With environmental concerns becoming increasingly important, which includes minimising the noise created on-site, it’s our generators that are leading the way in terms of being the quietest on the market.

“By extending both our Weldmaker and DCA generator range we can now offer our customers a more complete solution to their on-site power needs, whether it’s a small individual project through to a major construction site or even a large public event such as an arena pop concert.”

Arc-Gen provides mobile generators, welders, lighting towers and plasma cutters to the rental, construction and fabrication markets. It also supplies water pumps and pressure washers through its sister company, Hilti TW, which was also exhibiting at SED.

## Ends

Photo captions:

- 1) Arc-Gen chief executive Mark Hodgkins with sales director Andy Munford and mime artists Richard Jones and Chris White.
- 2) Mime artists Richard Jones and Chris White illustrate the DCA Ultra Silent generator from Arc-Gen

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