

# A Win-Win Partnership between Roundy's, Generac, and Wolter Power Systems

By Mike Lehn (Sales)

Have you ever been in a food store, and suddenly it goes dark? The emergency lighting flashes on, but most of the cash registers drop off, and everything stops. Imagine this happening on a Saturday afternoon when the store is full, and each check-out is ten deep in shoppers. Did you ever wonder what happens in the freezers, coolers, deli and to all the frozen pizzas and ice cream in the carts, etc?

Roundy's Corp, owner of Pick n Save stores in the area and supplier to Copp's & Rainbow stores in Wisconsin and Minnesota, has made a corporate decision to back-up all their new stores with generators. A store in West Milwaukee (just behind Miller Park), a second store in the Racine area, and a third at the new Village Square in Hartland are all getting Generac Gemini 750's. Plus, under the Cops Foods name, we are also outfitting a store in Sun Prairie with the same unit.

When Roundy's Corp was designing their huge warehouse off Hwy 67 & I -94 in 2003, we worked with the design team on how to best back-up the facility. They considered generators, but went with a second utility feed for back-up protection. We sold them one unit, a Generac SD600: 600 KW, to back up the emergency lighting and their data center.

At the time, we realized the sales opportunity with Roundy's and all their stores because of the liability of lost product caused by power outages. We formulated a plan to set-up Roundy's as a Generac National Account managed by Wolter Power Systems. This gave Roundy's Generac pricing protection thru 2007 which allowed the company to budget-in the cost



Shop at  
Pick 'n Save  
or Cops and  
support  
Roundy's,  
a great customer  
of Wolter Power  
Systems/  
Wisconsin Lift  
Truck Corp.

of back-up power for more new stores, and target existing stores in areas with frequent outages. In the volatile world of copper, steel, and engine pricing that pricing freeze was an instrumental part of the plan. The second key to the sale was that we offered our power generation expertise, and worked with the electrical contractors to revise their store design without extra expense to Roundy's.

Roundy's, Generac, and Wisconsin Lift Truck are all locally owned businesses functioning as a team to keep the sales profits in the area, a win-win all around.

So we ask that you support Roundy's by shopping at Pick n Save or Cops in the rest of the state. If you don't already, please reconsider, and support a large customer of Wolter Power Systems/WLT.

