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Robinson's Standard Is Custom Packaging

By Mark McNeely

When the people at Robinson Metal Inc. began making a name for themselves in the power generation enclosure marketplace, they did what many other companies do in that situation — they changed their name. More specifically, the company wanted to more accurately reflect the custom nature of its business and thus Robinson Custom Enclosures was founded.

Located in De Pere, Wis., the company started by supplying sheet metal and fabrications to several local engine dealers. This business grew to encompass small trailers and sound-attenuated weather protection enclosures as well. As the products were well received for their quality and overall appearance, word spread among engine gen-set dealers and soon the company was conducting business nationwide, according to David Oshefsky, national sales manager for Robinson Custom Enclosures.

The company's product line includes drop-over or skid-mounted generator set housing styles, with aluminum, stainless steel or galvanealed construction. Custom turnkey packages can be skid- or trailer-mounted, with or without accessories enclosed.

"Beyond the metal fabrication end of Robinson, our sales and support team has largely come from the generator sales and distribution business," Oshefsky said. "This gives Robinson the ability to custom tailor solutions that we know will make the distributor salesperson's job easier. With our knowledge



Robinson Custom Enclosures has the metal fabrication capabilities and generator set knowledge base to provide complete turnkey packages for power generation applications.

of the bid, submittal and project management processes, we are able to greatly reduce the project management tasks on the customer's end."

From a packaging standpoint, the company has master electricians on staff.

This allows Robinson to design not only complete turnkey packages, but also to conduct comprehensive testing including full load, customer witness tests, transfer switch and switchgear testing — from 120 V to 13.8 kV systems.



Robinson's staff includes master electricians, which allows the company to provide complete switchgear housings.



Robinson recently purchased two Mitsubishi 5000W CNC laser cutting tools. These machines include in-line towers that automatically feed all of the materials for the cutting processes. The machines' automation and accuracy increases quality and reduces physical handling of the materials.

These testing procedures help ensure that a Robinson Custom Enclosure package is ready for on-site operation.

"We recently manufactured 40 2.0 MW generator set units and we did this without slowing down our everyday business," Oshefsky noted. "We were set to deliver five units per week, during which time our day-to-day business and lead times were not compromised."

The 2.0 MW gen-sets included 3250 gal. sub-base fuel tanks, sound attenuation providing a 25 dB(A) noise reduction, selective catalytic reduction (SCR) systems, installation of paralleling breakers, all primary and ancillary system wiring and the complete power housing.

"With our full service metal fabrication, machining and HVAC divisions, we do not have to send out any work to additional vendors," Oshefsky added.

"This gives Robinson the ultimate control on delivery time and quality assurance. With our depth of technical staff, we have the ability to ramp up immediately for any large projects."

The distinguishing characteristics of a Robinson Custom Enclosure, according to Oshefsky, include its modular design, sleek appearance and high level of detail and craftsmanship. "Aside from our modular design, all of our paints are automotive quality. Whether it's a tank, skid or complete package, the end product will have an automotive grade finish. With our entire manufactured product line coming from under one roof, we are really able to control the quality of our parts."

Adding to its capabilities, Robinson recently purchased two Mitsubishi 5000W CNC laser cutting tools. These machines include in-line towers

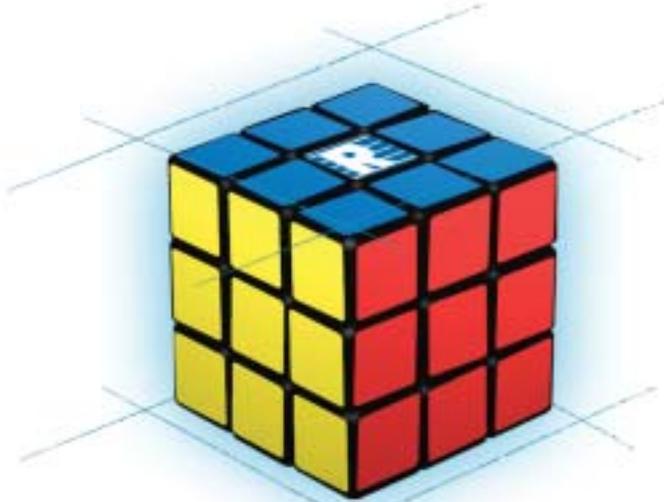
that automatically feed all of the materials for the cutting processes. The units have the capacity to cut $\frac{3}{4}$ in. stainless steel and have an accuracy of ± 0.003 in. This automation and accuracy increases quality and reduces physical handling of the materials. The company also possesses a range of punches, machining centers, turning centers, brakes and shears.

"As our business continued to grow, we built a new 125,000 sq.ft. facility to meet the demand," said Oshefsky. "We had taken on several larger OEM packaging lines that required extra room and larger crane capacity. We now have had contracts to do large production runs ranging from 35 kW all the way up to the 2.0 MW units. With our current facility, we are only limited by the size of a load that the freight companies are willing to handle."

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We figured it out years ago.



The best way to satisfy customers is to give them a complete product. One that is finished the day it leaves our plant. We never toy around with the quality of our product just to cut costs. We know that the details make a difference in the life of the enclosure, your equipment, and in the safety and quality of working conditions for your people. At Robinson Custom Enclosures, we don't horse around with your "cube", we make it custom.



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