

WHY KOHLER®?

Like many HVAC professionals, some generator dealers offer multiple brands. KOHLER is affordable, but it is not going to be the least expensive on the market. But, with its reliability, power quality, engine durability, strong maximum power, premium, 5-year warranty and factory-trained dealer professionals, KOHLER is the best value on the market. How valuable is a low-cost alternative if it doesn't operate or provide the reliability your customer is expecting? We believe that KOHLER customers can feel confident that their purchase is going to protect them and their belongings better than any other brand on the market.

Good. Better. Best. Everyone likes choices. Trading up is a common purchase behavior in which the consumer feels confident that the extra features and benefits are worth the few extra dollars. That's the value the KOHLER brand represents, and successful KOHLER dealers know how to sell it.

Selling against the competition

KOHLER Advantage	
Reliability	Designed and built to industrial standards and specifications that exceed residential and small-business needs
Superior Power Quality*	Will not ruin sensitive electronics like plasma screens or computers**
Greater Maximum Power*	Handles more of your equipment – all at the same time
Faster*	Your lights are back on in as little as 10 seconds or less
Quiet	Weekly exercise sound level is comparable to an air conditioner
5-Year Warranty	Kohler stands behind its product with a premium warranty

*Competitive comparisons between KOHLER and the other top-selling 20 kW generator brand. Faster response time based on published data. Maximum power and higher-quality power output (voltage variation and frequency regulation) based on product testing.

Research

The KOHLER advantage seems to be evident beyond the end user. Dealers who carry and have experience with single and multiple brands, such as Generac, Briggs & Stratton and KOHLER, also recognize the positive impact of selling KOHLER generators to their customers.

****Important note on comparing voltage and frequency ratings:** Kohler's impressive voltage regulation maintains voltage within +/- 1.0% of the rated 240 volts, regardless of how much load is applied to the generator. When comparing this to other generators, make sure their numbers are also in relation to 240 volts and that the numbers apply to more than just steady state loads. On some generators voltage and frequency can vary significantly based on how much load is applied to the generator. Lower voltage is measured as higher loads are applied, and higher voltage is measured when less load is applied. In a home as demand on the generator inevitably fluctuates, the voltage on those generators would also fluctuate. KOHLER generators will remain very close to the rated 240 volts regardless of the load applied.

Impact of voltage and frequency variation: When voltage is too high, it can damage sensitive electronics such as plasma screen TVs. On the other hand, when voltage is too low, it can affect motor performance (such as those found in HVAC systems, refrigerators, etc.) and over time shorten the life of the motor. Frequency will also affect motor performance and reduce efficiencies if the frequency does not match what the motor was designed for.

You may want to check out voltage levels at various loads before you connect your customer's home to a generator that may not meet your power quality expectations.