



NEWSLETTER

March 2015

2014 was a hugely successful year for Firefly, in October we announced that the Cygnus® HPG saved over 1 million litres of diesel since its launch in April 2013. **This equates to 2,650 tonnes of CO₂, enough to power about 600 homes in the UK!**

Around half of all the UK's carbon emissions are accounted for by the construction and related industries. Under UK government targets for cleaner energy both a 50 per cent reduction in emissions and a 33 per cent reduction in costs to deliver projects needs to be achieved by 2025.

In many situations, diesel generators are used to supply very low loads overnight on site, which is not only extremely inefficient but can also raise concerns over noise levels during unsociable hours. For a typical 100kva diesel set, as much as 120 Litres could be burnt

unnecessarily each night. Firefly's Cygnus® HPG can save this diesel fuel and provide silent, emission free power, sometimes saving plant hirers in excess of 2000 litres of diesel each month. It's with these impressive savings in both litres and emissions that has made the Cygnus® range so popular amongst the rental market.

With two new exciting products we are sure that 2015 will bring the same success!



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WHAT'S NEW?



NEW: CYGNUS® FOUR HPG

Cygnus® Four is the most advanced hybrid power generator available on the market today. Cygnus® Four boasts the latest in cutting edge OPzV battery technology, with double the life of standard AGM batteries – providing 1,500 cycles.

Capable of powering even bigger sites than ever before, Cygnus® Four is available 36 kVA or 48 kVA output, providing an impressive 90 kWh of energy storage. For optimum diesel savings of 4,500+ litres a month, Cygnus® Four is ideally suited to be connected to diesel generators of 100 kVA – 250 kVA. Delivering the fastest return for hire operators and the most savings in both fuel and on-site emissions from Firefly's fleet.

With three phase power and 90 kWh of energy storage, Cygnus® Four provides even more flexibility for site infrastructure setups and a greater number of applications.

Remote communication is featured as standard: allowing control, diagnostics and reporting from anywhere in the world.

Cygnus® Four – Flexible, Intelligent, Powerful

Features

- ▶ Up to 48 kVA 415 V 50 Hz continuous output
- ▶ 90 kWh usable stored energy
- ▶ IP65 rated
- ▶ Backup or stand-alone operation
- ▶ Remote monitoring kit
- ▶ Pure sine wave output
- ▶ Easy access for maintenance
- ▶ RCD/MCB protection
- ▶ 126 kVA peak output (5 seconds)
- ▶ OPzV battery technology
- ▶ Rental specification
- ▶ Remote generator start
- ▶ Lifting ring & forklift pockets
- ▶ One piece lift canopy
- ▶ Busbar for hard wiring

Benefits

- ▶ Reduce diesel fuel consumption
- ▶ Reduce diesel generator maintenance
- ▶ Provides backup power creating a UPS
- ▶ Reduce diesel generator runtime
- ▶ Reduce CO₂ and NO_x emissions
- ▶ Silent power – ideal for overnight power

SAVE
up to 55,000
litres of diesel
fuel per year

SAVE
up to 145
tonnes of CO₂
per year

SAVE
up to £40,000
of diesel fuel
per year

NEW: OPzV BATTERIES *Tubular GEL Technology*

OPzV Batteries retain a longer service life due to their increased durability under deep cyclic use conditions, ideal for demanding applications requiring a high number of discharges. Unique to OPzV Batteries is the incorporation of tubular plate technology providing optimum high-cycle stability. Due to innovative gel technology, OPzV Batteries are maintenance-free retaining H₂O content. The new Cygnus® Four and Arcturus™ i-HPG will have the battery technology included.

- ▶ Safe sealed batteries
- ▶ Life expectancy of 15-20 years
- ▶ 1,500 cycles at 80% D.o.D.
- ▶ Maintenance free



NEW: £5M TROJAN BATTERY CONTRACT

As for the current range of Cygnus® hybrid generators we wanted to make sure the AGM batteries these are made of are the best they can be, which is why we have signed £5M deal contract with Trojan, the world's leading manufacturer of deep-cycle batteries. Trojan has developed Reliant™ AGM with C-Max Technology™, these batteries are designed specifically for deep-cycle performance by Trojan's engineering team. Built in the USA at their state-of-the-art manufacturing facility, Reliant AGM features premium components and superior manufacturing techniques. Reliant AGM is also supported by Trojan's technical support and Master Distributor network worldwide.



**BOOK YOUR
TRIAL TODAY!**

NEW: ARCTURUS™ i-HPG

Arcturus™ One i-HPG 45-100kVA / 24-48kWh

Arcturus™ is Firefly's new range of secure integrated hybrid power generators (i-HPG). With both a diesel generator and hybrid energy storage contained within one secure unit, Arcturus™ provides a simple all in one power solution ensuring drastically reduced fuel use and CO2 emissions. Delivered in a form factor that eliminates tampering and fuel theft vulnerability, Arcturus also delivers class leading noise attributes with 0dB when in hybrid mode and just 65dB when the internal diesel generator is running.

The first to be released in the range is Arcturus™ One, available with diesel generator sets ranging in size from 45-100kVA all provided with an internal bundled 1000 litre sub-base fuel tank. In addition, inverter options range from 12-24kVA and useable storage from 24-48kWh. Arcturus™ One offers Firefly's unique single phase and three phase switching as standard.

With a Tier IIIA compliant engine & hybrid storage, this generator delivers the lowest emissions of any rental specification generator on the market today and complies with all European regulations. Twin silencers and innovative sound attenuation techniques ensure Arcturus™ is seen but never heard. Arcturus™ One also boasts the latest OPzV battery technology providing 1,500 cycles at 80% D.o.D or enough for over 6 years of typical use.

Designed and built in the UK to ISO:9001 standards, Arcturus™ One is straight-forward and easy to use, rated to IP65 and offers peace of mind for those concerned about fuel security, environment and noise.

Arcturus™ – Secure, Safe, Simple
BOOK YOUR TRIAL TODAY!

Features

- ▶ Choice of 45 – 100kVA diesel engine
- ▶ Inverter options of 12-24kVA
- ▶ Up to 48kWh of usable energy storage (80% D.o.D) (1500 cycles)
- ▶ Tier IIIA compliant diesel engine
- ▶ Twin silencers
- ▶ 1,000 Litre sub-base fuel tank
- ▶ Single / Three Phase Switching
- ▶ IP65 rated
- ▶ Control panel
- ▶ External electrical connections
- ▶ Secure anti-theft container
- ▶ Retain control with lockable setup
- ▶ Robust and resilient design

Benefits

- ▶ Silent when in hybrid mode – 0dB
- ▶ Ultra quiet with engine running – 65dB
- ▶ Reduced CO2 and NOx emissions
- ▶ Quick to install
- ▶ Easy to maintain

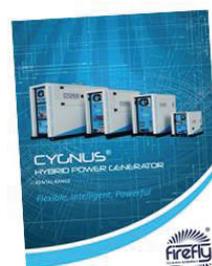


NEW: CYGNUS® BROCHURE

Have you seen the new Cygnus® brochure? Firefly has released a new 'Cygnus® Hybrid Power Generator - Rental Specification' brochure.

Now Plant Hirers and Contractors can view the very latest of the full range of Cygnus® HPGs at the touch of their fingertips.

Packed with Product Overviews, Features, Benefits and Specifications, the brochure contains everything needed to specify the correct Cygnus® HPG for construction sites of all sizes.



FIREFLY'S NEW CYGNUS® FOUR HPG MAKES AN ENTRANCE!



12th & 13th February 2014
Ricoh Arena, Coventry, UK.

Firefly exhibited at the Executive Hire Show, Ricoh Arena, Coventry to officially launch its newest and most powerful hybrid power generator (HPG) yet. Within hours of the show opening, Firefly's stand, one of the busiest trade stands at the show, Firefly® Four HPG was sold on the spot to Stuart Power.

Andy Mead, CEO of Firefly commented "Executive Hire Show has been a great foundation for launching the new Cygnus® Four HPG into the market, with multiple orders being placed at the show. We're seeing a shift in market. To date our HPGs have saved over 1 million litres of diesel and with a wider understanding of the technology and its benefits, the demand for Firefly's Cygnus® HPGs has increased ten-fold as contractors have realised the fuel and emissions savings which can be achieved."

Andy continued, "The plant hire sector is also benefitting with Firefly's hybrid technology through the reduced maintenance of their diesel generator fleets. By integrating Cygnus® HPGs, runtime of the diesel generators is significantly reduced. Furthermore, the plant hirers benefit from the additional revenue in hire, whilst still delivering considerable savings to their clients."

Stuart Power ordered the new Cygnus® Four HPG at the show. Russell Tregent of Stuart Power commented, "With our customers now being much more conscious about their sustainability credentials, HPG has grown significantly in popularity. As such, a HPG offering is a natural fit alongside our diesel generators. Firefly is at the forefront of the HPG industry, so it's great to be working with a company with such expertise in this area not to mention products of the highest quality."

Speedy also placed an order for the new HPG. With over 2,000 generator assets including the UK's largest hybrid power generator (HPG) fleet, Speedy is one of the industry's biggest players. In fact, with nearly 50 Firefly Cygnus® HPGs, the company is helping contractors to utilise green energy on site. Brian Cornett, Managing Director of the Power Division at Speedy comments "Firefly's HPGs provide us with a host of benefits including reduction in diesel consumption by operating more efficiently, dropping to low output during the night when construction operations stop. The company's Cygnus® HPGs can also cut carbon emissions by up to 50% compared with conventional generators. Furthermore, another key benefit is the fact that they also run silently."

Firefly's new product was also seen at the show by the team from Mather + Stuart, a member of Firefly's successful and growing plant hire network and a company whose hybrid fleet has grown significantly over the past year. In addition, with the European market showing an increased demand thanks to recognition of the proven savings achieved by HPGs, companies from Europe also visited the stand, including Belgium's Extra Power, one of the newest members of Firefly's plant hirer network.

Bookings for trials of the new Cygnus® Four HPG are now being taken. If you would like to book a trial, please contact Firefly on +44 (0)1273 40 95 95 or email info@fireflyce.co.uk



Mather + Stuart team.



Richard Denbury of John F Hunt with Firefly CEO Andy Mead.



Russell Tregent of Stuart Power with Firefly CEO Andy Mead.

SUCCESS STORIES



The Challenge

Speedy Hire was required to provide Hybrid power for Harris Academy, an £18.2m construction project in Croydon. This 102 week project, involved demolishment and rebuild of 75% of the existing Academy in Purley and refurbishment of the remaining 25% for the Harris Federation.

Whilst the new buildings were under construction, power was required for the temporary modular buildings which have no electricity. The school therefore required a temporary solution to power the interactive whiteboards, laptops, WiFi and provide a source of heat in the colder months. Due to site restrictions, power had to be positioned immediately adjacent to residential dwellings. In line with the contractor's objectives, an energy efficient and silent solution needed to be found whilst maintaining power.

Solution

Speedy installed 3 of Firefly's 24kVA/48kWh Cygnus® HPG's (Hybrid Power Generators) to reduce the run time of two 200kVA diesel generators that were on site. By programming the Cygnus® HPG's to provide low-load power overnight, disruption was not caused to neighbouring residents and power to the site was maintained. The reduction in diesel generator run time resulted in substantial savings both in fuel and carbon emissions for the client.

Benefits

Over a 15 week period, Firefly's HPG's reduced the run time of the diesel generators by 51%, to 1,261 hours.

Results

As a result Speedy provided their client with savings of:

- ▶ 6,179 litres in diesel fuel
- ▶ £4,634 reduction in diesel fuel costs
- ▶ 16.5 tonnes of CO2 emissions

Equivalent Yearly Savings:

- ▶ 21,896 litres of diesel fuel
- ▶ £16,422 in diesel fuel costs
- ▶ 58.5 tonnes of CO2 emissions



"I started a 10 year development for the construction of over 700 houses. Due to the infrastructure of the site, the electricity provider could only provide mains power after a 'minimum' of 18 months. After analysing our operating hire and fuel costs of a temporary generator, it was of great concern when we realised that these would exceed £100k per annum. With the introduction of the Hybrid Generator our fuel bill will be reduced by over £60,000 for the year along with a reduction over 144 tonnes of CO2.

On another positive note, we can transfer power onto the Hybrid unit whilst the main generator is getting serviced, so this eliminates loss of power to the Mortar Silo's which prevents the bricklayers from waiting for the power to be restored!"



SUPPLY CHAIN INNOVATION AWARDS WIN!



J. Murphy & Sons Limited's inaugural Murphy Supply Chain Innovation Awards were held in Daventry earlier this year. Murphy launched the annual awards to recognise innovative supply chain products and processes which help to drive the industry forward. The awards are open to all suppliers within the construction industry.

The award, presented by Managing Director John B. Murphy, recognises Speedy's innovative use of Firefly's Cygnus® Hybrid Power Generator, and the role that Speedy plays in helping Murphy deliver sustainable solutions that provide safer, greener, faster and more economic products to their major infrastructure projects.

John B. Murphy commented: "We congratulate Speedy and its employees on winning the Murphy Supply Chain Innovation Awards. The success criteria for the Murphy Supply Chain Innovation Awards are challenging and we received many excellent entries which made the competition very high. Speedy's Cygnus® Hybrid Power Generator demonstrated a very impressive performance and strong measurable benefits around the sustainability agenda with significant savings in carbon emissions, fuel consumption and noise."

The product was recently used at a water treatment works project where it provided 100% power overnight and during the weekends for a fully operational site and six cabins. After just one week, it had reduced the diesel generator runtime to 48% (80.5 hours), saved 557 litres of diesel, and reduced the fuel bill by £450 per week. On a further Scottish project, it helped to bring cost savings of £25,000 p.a. and carbon savings of 100.24 tonnes p.a.

INTERNATIONAL NEWS

FIREFLY, AFRICA

Firefly would like to welcome Luke Davey to the team. Luke joins Firefly as sales Manager for East Africa.



EXTRA POWER, BELGIUM

Infratec Show



EXTRAPOWER

Optimizing your energy



Extra Power, Firefly's dealer located in Belgium exhibited at Infratec, the show for infrastructure professionals in Ahoy, Rotterdam. Extra Power displayed Firefly's hybrid technology alongside a diesel generator and cabin outside the show, which had a visitor attendance of over 20,000.

RAMIRENT, SWEDEN

Receive first order of Cygnus® HPGs



Ramirent is the largest equipment rental company in Nordic countries and is the market leader in Finland, Norway and Denmark. Rental penetration is expected to increase in Europe as construction companies focus on their core businesses and work towards lightening their balance sheets. More and more companies are also choosing renting as it is more eco-efficient compared to owning a machine. In Nordic countries, rental penetration rates are slightly higher than Europe average. Rental penetration is the highest in Sweden when compared to other Nordic countries. In Eastern and Central Europe, equipment rental markets are still developing and offer substantial growth possibilities in coming years.

Ramirent wants to be a role model in the area of sustainability for the entire equipment rental industry. The addition of Firefly's Cygnus® Hybrid Power Generator's will significantly aid Ramirent in achieving this goal.

FIREFLY TEAM

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FUTURE DATES

PLANTWORX

2nd – 4th June, 2015.

Bruntingthorpe Aerodrome,
Leicestershire, UK.



Plantworx is a major event in the UK's construction 2015 calendar, with working machinery on show for all construction professionals. Visit the Firefly stand to see Firefly's new Cygnus® Four HPG and the Arcturus i-HPG. Registration for tickets is free, please visit www.plantworx.co.uk

LONDON BUILD

18th - 19th June, 2015

The O2, London, UK



The London Build Show is the ultimate go-to event for London's growing construction industry, bringing together the key players in the market. Premier Plant Hire, a member of Firefly's plant hire network will be displaying their Cygnus® Three Hybrid Power Generator for visitors to see. Registration for tickets is free, please visit www.londonbuildexpo.com.

MORE SHOW DATES!

Please visit the Firefly website to view update information of shows Firefly will be in attendance.

www.fireflyce.co.uk/about/events

RENTAL MARKET STRONG FOR 2015

POSITIVE TIMES AHEAD FOR OUR PLANT HIRE NETWORK

According to a recent review undertaken by International Rental News magazine, 77% of UK respondents reported year on year growth for the recent quarter, with 48% of respondents planning by upping investment by over 10% in 2015. An impressive 82% of UK respondents forecast to do better business in the year ahead. This month, Construction Enquirer reported from CIPS that "construction buyers have reported their fastest rise in output for four months as the industry is "awash with positive sentiment". Chief Executive Mark Rogerson of Speedy Hire comments that "there are major opportunities ahead as the UK continues with a very significant infrastructure regeneration programme".

With continual growth within the construction industry and the number of project starts rising, contractors are eager to meet even more stringent targets, be it achieving cost savings or meeting carbon emissions commitments. More and more contractors are realising the benefits and demanding that Firefly's Hybrid Power Generators are integrated into all sites as standard. Good times for Firefly's plant hire network!

Do you have a news story or some great case studies that you would like us to share to the industry on your behalf? Send them through along with photographs to marketing@fireflyce.co.uk