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GENTRAN INTRODUCES NEW OVATION™ SERIES AUTOMATIC TRANSFER SWITCHES FOR BACKUP POWER APPLICATIONS UP TO 50 kW

New Offering Combines a Service Entrance Rated Load Center as well as Unique Load Management Capability to Simplify Residential Backup Power Installations and Reduce Initial Investment by as much as 40%

February 9, 2009 –Gentran Corporation (www.gen-tran.com), the leading designer and manufacturer of backup power transfer systems for residential and light commercial applications, today announced the availability of its new Ovation™ Series Automatic Transfer Switches (ATS). The Ovation™ Series ATS units combine a service entrance-rated load center with an integrated automatic transfer switch, eliminating costly wiring and labor associated with traditional automatic transfer systems. With this introduction, GenTran aims to be the provider of choice for manufacturers and distributors looking for an affordable, feature-rich, condensed line of automatic transfer switches compatible with virtually any stationary generator up to 50 kilowatts.



“Because our business strategy has always been to design products with as much broad market appeal as possible, we believe our Ovation™ Series systems will be a home run among consumers, installers, and generator dealers and distributors alike,” said GenTran President Jack Mandula. “Our new load management feature makes backup power more affordable than ever, so for the first time, people have a viable choice between our Ovation™ line and the rest of the industry’s offerings. With an Ovation Series ATS, a homeowner or business owner no longer has to invest in a larger generator than he actually needs,” continued Mandula. “Deciding on a 12 kW unit instead of a 17 kW unit can mean a 40% savings on the initial investment, as well as \$20 a day or \$150 a week on fuel costs each time he uses it during an extended power outage. Since we integrate a service entrance rated load center with an ATS, installation is simpler and faster for the electrical contractor. And our Ovation™ Series is the ideal line for distributors and dealers who want to carry one, feature-rich automatic transfer switch for stationary generator brand they sell, which means less inventory to manage. If you look at the big picture, it’s a great product for everyone involved,” he added.

MODEL SPECIFICS

GenTran’s Ovation™ Series ATS systems are available in three basic configurations for stationary generators up to 50 kilowatts, and feature circuit breaker-based switching using two mains and a mechanically and electrically operated interlock mechanism.

- **Model ATS1001** – For 100 amps, service entrance rated load center, indoor or outdoor, up to 25 kW
- **Model ATS2001** – For 200 amps, service entrance rated load center, indoor or outdoor, up to 30 kW
- **Model ATS2002** – For 200 amps, outdoor service entrance rated enclosure, switching all circuits in an existing 200 amp load center plus four additional subfeeds, up to 50 kW

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“GenTran’s Ovation™ Series ATS systems are ideal for new construction because every dwelling needs a service disconnect and a load center,” Mandula said. “Once the construction industry starts to recover, we anticipate interest in this product line among builders since they can make any home generator-ready without forcing prospective homebuyers to invest in a standby generator at the time of construction,” Mandula added.

LOAD MANAGEMENT CAPABILITY MAKES BACKUP POWER MORE AFFORDABLE THAN EVER

While many generator manufacturers have forced consumers over the years to invest in larger generators than they really need because their transfer switch systems lack intelligence and effective load management to avoid nuisance tripping, GenTran now offers a unique optional feature, called PowerPause™ Load Management, that can significantly reduce the initial generator investment as well as the cost of ownership. Sold separately, GenTran’s PowerPause™ Load Management modules help prevent generator overloading while allowing non-critical loads to operate when generator capacity is available. Each PowerPause™ Load Management module supports two 2-pole (120/240 volt) circuits or four 1-pole (120 volt) circuits, and each Ovation™ Series ATS accommodates up to three PowerPause™ Load Management modules. This means that up to six 2-pole or twelve 1-pole circuits can be supported, giving consumers an opportunity to connect virtually all of their critical and non-critical loads to generator power.

“For less than \$50 per circuit, a family or business owner can up grade his Ovation™ Series ATS with load management in order to maintain power to critical loads and still enjoy some conveniences or creature-comforts when additional generator capacity is available,” Mandula continued. “For example, a homeowner in the South will justify his small investment in PowerPause™ load management during his first power outage because he’ll be able to run the air conditioning when generator capacity is available, for instance, in the evening hours when many other loads are off,” he added.

Because power consumption varies throughout the day depending on the activities being performed inside a home or business as well as the number, type and age of appliances installed, determining the “right” generator size for anyone’s particular needs can be a complicated task. After adding up the wattage from all appliances or circuits deemed as “critical” when considering a backup power investment – assuming all of these items “need” power at the same time – consumers often end up investing in a larger generator than actually necessary. Investing in a backup power system with The Ovation™ Series PowerPause™ Load Management, generator capacity is maximized because power to non-critical loads is deferred to those times when generator capacity is available.

HOW POWERPAUSE™ LOAD MANAGEMENT WORKS

When a power outage occurs, the PowerPause™ Load Management module(s) will lock out certain circuits for a short period of time while the rest of the circuits are transferred to generator power. If the Ovation™ ATS senses that there is additional generator capacity available once all “critical” loads have been satisfied, it will then allow the discretionary circuits connected to PowerPause™ load management to turn on when there is enough capacity available to run them. PowerPause™ Load Management modules can be factory or field-installed.

Because of the critical nature of backup power and since this is GenTran's first serious entrance into the automatic transfer switch market, the company has conducted extensive lifecycle testing on the Ovation™ systems, completing more than 10 times the endurance requirements set by UL, or over 70,000 cycles which translates to more than 1000 years of use.

Although each Ovation™ Series ATS incorporates a service entrance rating at no additional cost, it can be installed as a subpanel or standard load center as well. Each Ovation™ ATS accepts and is UL Listed with interchangeable type circuit breakers from Siemens, Square D (HOM), Cutler-Hammer (BR) and GE (THQL), and accommodates Arc-fault, GFCI and surge suppression breakers. All Ovation™ ATS models incorporate an integrated control module with user interface and indicator lights and buttons that provide system status and programming options. Flashing indicators will indicate alarms or situations requiring attention including an indicator warning of a failing battery. All Ovation™ Series ATS models include a selectable generator exerciser that is programmable from 0, 7, 14, or 28 days, allowing consumers maintain a healthy generator while saving as much on fuel costs each time they use their generator if the exercise interval is programmed for once a month instead of once a week like popular systems.

GenTran's Ovation™ Series ATS systems comply with National Electric Code (NEC) Articles 702.5 and 702.6, are UL Listed to the UL 67 for panelboards, and are suitable for single phase electrical applications. Certain features of the Ovation™ Series ATS systems are protected by US Patents US 6,861,596 B2 and D562,266 S and other patents pending.

ABOUT GENTRAN CORPORATION

Headquartered in Alpharetta, Georgia, GenTran Corporation is the nation's leading designer and manufacturer of standby transfer switches and accessories used in conjunction with backup generators for residential and light commercial applications. Since 1982, more than one million GenTran® products have been installed in homes and businesses across North America in order to maintain power during outages. GenTran products are UL listed and meet the requirements of the National Fire Protection Agency (NFPA) 70E, National Electric Code (NEC) Article 702. Founded by industry veteran, Paul Schnackenberg, GenTran Corporation is family-owned and operated, and is a nationally certified women-owned business. For additional information call 1-888-GEN-TRAN or visit www.gen-tran.com.

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