



Assignment:

Write the website copy for National Electric Coil, a 93 Million dollar engineering and service company.

Deliverable:

Establish a brand image that communicates the brand's unique and desirable attributes. Create a tone of voice that supports the brand image. Write all the copy for the website and support materials.

Context:

High-voltage generators are used at power plants to generate electricity. High-voltage generators can be powered by coal, nuclear, hydro and other sources of energy. High-voltage generators require regular maintenance. Generator down-time is an expensive liability for a Public Utility, so expedience of service and quality of repair are essential. Public Utility companies and their high-voltage generators are served by two camps: the original equipment manufacturer, or OEM, such as GE, Mitsubishi, Siemens etc., and the other camp: independent service companies.

The service and repair costs provided by the OEM are in some instances, not perceived by the Public Utility as competitive with independent service companies, such as NEC and others. However, the OEM's have a strong advantage, they made the generator. Often, the OEM is perceived as the best source for quality maintenance.

The liability of being an independent is overcoming the perception of being a small player in a field dominated by the large OEM's. You must be able to communicate your service and engineering capabilities and the caliber of your solution.

First, establish engineering and service credibility that is on par with the OEM's. Secondly, identify yourself as a solutions provider, not a parts & service house.

**Solution:****Tone of Voice**

The copy was written to set a tone that “this is what we do - all we do, and we’re very, very good at it.” Copy that exudes a solid confidence that’s been earned by almost a century of high-quality work, thousands of top-flight employees and an extensive infrastructure.

There are two major components of the branding message that needed to be developed and communicated. NEC’s singular focus and NEC as a solutions provider.

Singular Focus

The majority of NEC’s competition have other companies, or services. GE makes products from airplane engines to dishwashers. Mitsubishi makes cars to televisions. Their liabilities are that they support many, many non-related products and services, none of which, support their endeavor to be the leader in the field of high-voltage generators. NEC is unique with a singular core focus, specializing in the manufacture and repair of high-voltage generators.

Solutions Provider

Secondly, eliminate the liability of NEC as being perceived as a parts and installation company. The engineering capabilities and manufacturing infrastructure of NEC are world-class. To be on equal footing with the large OEM’s, NEC needed to be presented as a “solutions provider”. This positions them with the ability to design, engineer, specify and manufacture in-house. And very few of NEC’s non-OEM competition - has this capability.

Format:

Website and literature.



> FOCUS

At National Electric Coil, for 95 years, solutions for high-voltage generators are what we are, and all that we do.

> YOU ARE HERE: Focus /

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Generators are our focus

We are the Leading Independent High-Voltage Generator & Motor Winding Solutions Provider

At National Electric Coil, solutions for high-voltage generator installations are all that we do. We are first and foremost the most complete generator coil and winding manufacturer and repair facility in the world. We have no other industries, companies or distractions. Focus is how why we became the best and how we remain the best. Our infrastructure, engineering practices and equipment are unmatched by any other independent in the world. While we do possess world class technical capabilities, we still remain the generator specialist that takes great pride in putting the customer first. We've been doing this for almost a century and we are solely focused on being the best high voltage generator solution provider in the world.

We are solely focused on being the best high voltage generator solution provider in the world

⊕ The NEC Difference



⊕ NEC Specialized Engineering Solutions™



⊕ NEC Value Proposition



⊕ International Generator Technical Forum



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A lifetime of industry focus

NEC is the leading independent generator solutions provider in the world. Our capabilities extend far beyond manufacturing. Organizations today need solutions to tough problems in critical situations and those solutions are often driven by time, quality, efficacy and budget. NEC has over the last century developed and refined the capabilities to address those needs. We have the capabilities, infrastructure and personnel that are on par and in many situations surpass the OEM's.

Manufacturing Focus

If it goes into a generator or high-voltage motor stator, we make it. Being the best solutions provider for the largest generators in the world can only be accomplished with one of the largest generator manufacturing facilities in the world at over 400,000 sq. ft and a throughput of over 10,000 coils and windings per year.

Production can be configured to produce any type or size of stator winding. With two dedicated plants, each plant focuses on just one thing, making the world's best coils and rotors.

Service Focus

We have unequaled rotor and stator service facilities.

- Turbogenerator Rotor Service Facility for rewinds and repairs, including high-speed balance pit with running electrical testing capabilities up to 85 tons.
- Service bays for transportable generators, exciters and high-voltage motors
- Facility for hydro rotor field and other salient rotor pole refurbishments and repairs

Engineering Focus

Our best in class engineering practices have carefully evolved over the years into mature, proprietary processes ensuring your generator assets are managed for peak efficiency and lowest overall operating costs. NEC focuses on generator repair and retro-fit designs, and has acquired extensive knowledge of specific generators and their individual characteristics and documented liabilities.

Summary

NEC has unmatched capabilities: delivering and executing world class engineering solutions with world class manufacturing, service and support capabilities.

Being the best solutions provider for the largest generators in the world can only be accomplished with one of the largest generator manufacturing facilities in the world.

⊕ Generator Services Group™



⊕ NEC Specialized Engineering Solutions™



⊕ Critical Response Division





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Focus since 1917

Few companies have serviced the Power Producing Industry for as long as National Electric Coil. In continuous operation since 1917, NEC has a tradition of focus. NEC grew up with the energy producing industry - initially servicing the mines in Bluefield, West Virginia - evolving in its first 30 years to a full-scale manufacturer and installer of stator and rotor windings for generators and high-voltage motors.

In the last sixty years, NEC maintained its focus and expanded its product lines into the engineering and manufacture of coils and stators for all sizes of power generating units. NEC manufactures replacement windings and repairs for any generating unit, from the smallest air-cooled machines to the biggest water-cooled fleet leaders.

From manufacturing to solutions

The expansion of the energy industry and the growth of more complex generators and our commitment to our client's long-term needs encouraged the natural evolution from NEC as a manufacturer to being a total solutions provider.

The successful execution of large or complex projects requires a company with high-caliber internal resources and the ability to coordinate their deployment in a way that meets or exceeds our commitment to the customer.

NEC has a client centric business model. With a staff of over 400 across the globe, we are large enough to provide a highly specialized and dedicated team on our clients' projects, but still nimble and responsive to where our core values of superlative customer service can be effectively applied.

NEC places a strong emphasis on the training and development of our people, client satisfaction, the transfer of knowledge and contributing to the industries and community we serve.

For almost a century, these many qualities have defined the singular character of NEC and our unwavering focus on being the worlds best generator solutions provider.

Commitment to our clients long-term needs encouraged the natural evolution from NEC as a manufacturer to being a total solutions provider

⊕ NEC How we started



⊕ NEC Plant Tour



⊕ Critical Response Division



⊕ NEC Recent Projects





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Focus on the immediate

Support - at the critical time

When you are off-line and the clock is ticking on lost revenues, response time is critical. NEC recognizes this and has developed a specialized response team with the key assets that facilitate a rapid response to demanding situations when time and an effective solution is vital.

Support - by the very best

We have a highly qualified team of engineers and technicians with years of industry experience doing just this - rapid repair to downed equipment. Our Generator Services Group is ready to be deployed to your site or we can make expedited arrangements to get the unit into our service facility.

Support - well prepared

Our experienced team brings the right combinations of experience, skill sets and diagnostic equipment to make the analysis and repair as effectual as possible. We implement a specialized portfolio of visual inspections, electrical and mechanical tests, coupled with testing data and photo documentation. All of this, coupled with the NEC Data and Field Notes Resource, provides real-world insight in recommending the best repair solutions for getting your unit back into operation.

Support - well executed

On site or at our facility, we field a team with unmatched industry experience and resources that can achieve a rapid solution and while achieving quality results. The Generator Services Group is another key element in our focus in being the best high voltage generator solution provider in the world.

Down generators are critical situations, this isn't the time or place for the inexperienced.

⊕ NEC Data and Field Notes Resource



⊕ NEC Generator Services Group™



⊕ NEC Technical Library



⊕ NEC Recent Projects



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Engineering Predictable Performance

Today budgets are tightly crafted and expenses closely monitored, so our clients depend on us to lower operating costs and improve performance, efficiency and reliability with solutions that align with their immediate and long-term business goals.

NEC focuses on generator repair and retrofit designs, so we have extensive knowledge of specific generators and their individual characteristics and documented liabilities. Because NEC has no vested interest in the original design, we can provide our customers with a more fully optimized solution.

Performance analysis and strategic service points are the keys to longevity of generators and leveraging opportunities to improve them are where we excel. With every rewind or repair, our goal is to discover every opportunity to increase the lifetime return on investment (ROI) for your generator.

For decades, NEC has amassed over 28,000 pages of detailed data and field notes on generators of different brands and models around the world. This resource provides detailed technical specifications and performance criteria. This data, coupled with the technician's field notes documenting real world performance, provides an accurate picture to assess similar generators. With this resource, we have engineered specific solutions that address known generator characteristics and liabilities, and in many cases, we've improved their performance and reliability.

- NEC Data and Field Notes Resource

Our best in class engineering practices have carefully evolved over the years into mature, proprietary processes of ensuring your generator assets are managed for peak efficiency and lowest overall operating costs.

- NEC's Specialized Engineering Solutions™
- Technical Maintenance Memo's - TMM™
- Quality Management System - ISO 9001 Certification

Our engineering services include preventative/predictive maintenance, planning/scheduling, and a long term predictable forecast of your asset and operating costs.

- Uprate Studies
- Life Extension Studies
- Performance Criteria Isolation Studies
- Failure Analysis
- Re-engineering Design

Focus for nearly a century has refined our engineering processes and created an extensive systemic library of knowledge, with documented proactive approaches and known effective solutions for your generator unlike any other solutions provider.

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A Lifetime of Industry Focus

National Electric Coil's engineering and technical staff brings the perfect balance of skills and experience to bear on any generator project.

NEC Generator Services Group™ personnel are ready to respond to any generator design or engineering issue that can arise during a generator repair or retrofit project. While the individual backgrounds of our engineers and technicians vary, many began their careers at OEMs or worked for major utilities before coming to NEC, or both. Many of our functional area managers and senior management are engineers and have made significant professional contributions to the power generation industry.

This balance of academic knowledge and industry experience gives our personnel a desirable wide-ranging base of experience with generating units of all ages, makes, sizes and types. If you need on-site service, we bring a seasoned and technically knowledgeable team that brings many decades of industry knowledge, perspective and insight.

The number of advanced degree engineering personnel, coupled with their generator experience is unrivaled by any other independent in the world. Our engineers are passionate about what they do. They live and breathe generators. Many are published and have been recognized internationally as experts in their specialty and sub-specialty. NEC engineering staff has been awarded with over 50 U.S patents and NEC personnel are actively engaged with industry organizations, serving on committees and participating at special events:

- International Electrical & Electronics Engineers (IEEE)
- American Society of Mechanical Engineers
- Power committees and Hydrovison program committee
- International Council on Large Electric Systems (CIGRE)
- EPRI

For decades, NEC engineers have contributed articles to industry publications:

- "Refurbishment of Large Air-Cooled Generators"
- "Innovative Repair Approach to Rotor Pole to Pole Connector Failures"
- "Stator Winding Failure Due to Spark Erosion"

In an effort to contribute to the industry, NEC offers an Online Technical Library with extensive resources and also sponsors the International Generator Technical Forum, an online forum serving the generator community with over 1,000 members from around the world.

Personnel with a lifetime of industry focus is our commitment to being the world's best generator solutions provider.

Our engineers
are passionate
about what
they do.
They live and
breathe
generators





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Safety is a fundamental value

The industries we work in are often, by nature, hazardous. This demands that safety is an essential protocol of the workplace. NEC has instilled in our personnel a culture that champions the protection of our workers, co-workers, clients and surroundings.

We empower our managers to exhibit superior leadership skills on safety as an essential facet of practice, and equally, their subordinates are challenged and empowered to improve current safety practices.

Process drives procedures

We ensure there is a process driving all safety procedures. Each project is begun with a safety process procedure that has an intricate system of checks and balances. At NEC, safety is not just implementing a policy. It's a part of who we are. We believe our personnel and stakeholders are our most important asset. Safety is more than a procedure; safety is a fundamental value and an essential part of how we conduct business.

Safety plans are an essential part of our On Site logistics. We factor in working with and around other contractors. In some situations, the scope and complexity of work requires joint coordination and collaboration on site between contractors and plant workers, especially at US Government installations. For these reasons we frequently have weekly safety meetings and the involvement of all major contractors, and safety coordination becomes a line item on everyone's sheets.

At the factory or on the job site, NEC has a philosophy of safety with the belief that everyone on our projects is a member of our family. Our safety systems share that commitment to caring and the well being of all involved. The result is that NEC has been extremely successful in creating a culture of safety first. We are recognized worldwide for our uncompromising commitment to extend work safety - every day, every project, every job site - to everyone involved.

Safety is a
fundamental value
and an essential
part of how we
conduct business.

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⊕ NEC Specialized Engineering Solutions™



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