

# 300kVA Prime Rated Generator powers LED billboard



[Cable Hire](#)

[Generator Hire](#)

[Fuel Tank Hire](#)

[Load Bank Hire](#)

[Distribution Hire](#)

## The Customer

Powerhire were contacted by a Manchester based company who specialise in iconic outdoor digital media. Their services range from the bespoke design and build of fixed LED sites to manufacture of hydraulic LED advertising vans and trucks for export.

## Client:

**Outdoor Digital  
Media Specialist**

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# EASE STUDY



The customer required Powerhire to provide generator power for not only their largest project to date but also on one of the largest LED billboards in Europe, due to go live in December 2017. The screen will be placed on the side of a warehouse at the entrance to Trafford Park in Manchester, the world's first industrial estate, and just minutes away from the famous Old Trafford football ground.

Our Technical Sales Manager received a telephone call from the customer's electrical contractor to discuss the most appropriate equipment to support the type of load needed and anticipated fuel consumptions to ascertain a suitable sized generator and fuel tank to power their unique 306.24sqm LED advertising billboard, second largest only to Piccadilly Circus in London.

Our Technical Sales Manager received a telephone call from the customer's electrical contractor to discuss the most appropriate equipment to support



Given that the generator set will run 18 hours per day from 6am to midnight, 7 days a week for an estimated six month period and is fitted with an automatic stop/start timer the recommended solution was for Powerhire to supply a Prime Rated Generator, 6000L Fuel Tank and 30 meters of cable.

Subsequent to the telephone conversation our Technical Sales Manager attended a meeting with the client, electrical contractors, building owners

and agents to discuss the best location for the generator and fuel tank on site.

Once all parties were completely satisfied with the solution our generator hire co-ordinator organised the equipment to be serviced, cleaned and loaded onto our HIAB in preparation for its departure date.

Our transport operatives delivered all the equipment on the specified day to the required delivery area where it was off loaded ready to be installed.



The innovative advertising billboard launched successfully in December and will be a permanent visual landmark at Trafford Park Industrial Estate, Manchester.

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