

NATIONAL ELECTRIC COIL



COMMITTED
to Our
Customers
and the
Power Generation Industry

National Electric Coil
800 King Avenue • Columbus, Ohio 43212
Phone: (614) 488-1151 • FAX: (614) 488-8892
www.National-Electric-Coil.com



OUR EXPERIENCE GENERATES RESULTS!



Commitment to Customer

It's More Than a Concept — It's Our Reality!

Long-Term Commitment to Customer

For some vendors the real commitment to the customer rarely outlives the service contract or the next bid opportunity. At National Electric Coil, we take a different view. We approach every project with a commitment to establishing a long-term relationship with our customer, one that continues after we pack up our tools. We are committed, from the top of our organization to the bottom, to the customer needs and to the power generation industry. Whether you have one generator or a fleet, our commitment to you is the same.

Focused on Serving Power Generation Sector

National Electric Coil has been active and successful in providing top-quality products and related services to the power generation sector and heavy industry since 1917. In 1995, when National Electric Coil's management team bought out the then owner, MagneTek, the new owners refocused the company to niche markets of high-voltage coil manufacturing, specialty rewinds, and generator rotor rewinds and repairs.

Financial Successes & Stability

Since 1995, National Electric Coil has achieved unprecedented financial stability and growth. Debts from the buyout were paid off by 1998. Sales have grown from just under \$40 million the first year to \$80 million. NEC operates with no long-term debt.

Investment for the Future

More than 100,000 square feet have been added to our Brownsville plant, significantly expanding our production areas for coil manufacturing, salient rotor field pole refurbishments and research and development.

In Columbus, extensive upgrades have been made to our new rotor coil manufacturing production line and to our rotor rewind support facilities for craning and balancing. In addition NEC stores have been expanded to stock important rotor replacement components, such as non-magnetic and magnetic retaining rings and critical materials for studs, leads and wedges.

In addition, significant dollars have been reinvested by its owners into NEC's research development. NEC's staff now includes doctorate-level researchers who lead our constant efforts to improve and upgrade our product lines and find new ways to meet the customer's changing needs.



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An Organization Dedicated to the Power Generation Industry



Project Management System

Our project management system has been re-engineered to implement hands-on management of our customers' projects, from bid to completion - every NEC project has a front-line manager whose responsibility it is to know, at any time, its status. Improvements and upgrades to engineering software and network hardware have been part of these changes.

ISO 9001:2000 Certifications

To facilitate our support of our international customers, NEC also has invested dollars and resources toward achieving ISO 9001:2000 certification for its quality management systems. In Brownsville our quality management system has now been ISO 9001:2000 certified for the design, manufacture of high-voltage stator coils. In Columbus, the quality management system has been audited and recommended for ISO 9001 certification by QMI.

Resources Committed to Maintaining Quality & Service

NEC offers complete services for the repair, upgrade and refurbishment of generators and high-voltage motors. Because a comprehensive source for all project needs is important to our customers, NEC is committed to maintaining the necessary staffing and resources to respond to both emergency and planned outages. NEC's team includes engineers and technicians skilled in engineering design, manufacturing of key machine components, and installation at our factory or at the customer's site.



Commitment Put Into Practice

(1) NEC pioneered the engineering and logistics to make vertical core restacks a viable alternative to a factory restack or machine replacement. (2) NEC and alliance partner MD&A developed the best retrofit winding on the market for water-cooled windings. (3) HV coil production has been greatly expanded with more curing and finishing capacity for the large-scale and inner gas- and water-cooled stator bars. (4) NEC's balancing facility has been upgraded to perform running electrical tests and heat runs, in addition to high-speed balancing. (5) NEC took on the challenge of refurbishing one of the largest hydrogen-cooled brushless exciters ever built. (6) New production capacity makes high-volume refurbishments of synchronous rotor fields possible. (7) NEC has put considerable resources toward insuring consistent coil fit so that installations require no "field engineering." (8) Research and product development are ongoing and a part of NEC's drive for continuous improvements.

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Our Commitment to Our Customers Starts at the Top

Quality Assurance High Priority

National Electric Coil's quality management system assures reliability and performance in the final results. It is ISO 9001:2000 certified for the design, manufacture and refurbishment of stator coils, and additional certifications are in progress for our other product and service lines.

The foundation of our quality management system is a company-wide understanding that each employee must give the highest priority to meeting customer needs and expectations. Implementation is guided by active, continual improvement of the work processes, regular training to insure use of proven, quality tools and techniques, and the ongoing leadership, involvement and support of management.

Ability to Get Your Project Done Right!

Customer satisfaction is our ultimate goal. All activities are focused toward achieving this goal. Our engineering must be thorough, our manufacturing flawless and our installation complete and on schedule. Our track record supports our past achievement of this goal and the extensive efforts we will make to sure the name, National Electric Coil, continues to be associated with successful projects and satisfied customers.

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Robert Barton, President & CEO

"The management buyout in 1995 opened a new chapter in NEC's more than 85-year history. Each of our new owners took great personal risk requiring faith in the viability of our power generation customer base, which at the time was undergoing great change. Since that time, we and our customers have had numerous successes. Looking ahead to our next century in business, we have put the necessary company resources towards achieving mutually beneficial relationships with our customers world-wide."

Daniel Bucklew, Senior Vice President & Business Unit Manager

"Belief in the importance of a *commitment to the customer* dictates the values that I expect to guide each of our functional area managers. Whether the customer is in the mountains of the Pacific Northwest or on the southern coast of England, each manager must be aware of the importance customer satisfaction plays in the long-term success of our business. Our managers must also instill these same values in their departmental associates. As the business unit manager for National Electric Coil, I fully support with the resources and leadership at my command, our goals for achieving a customer experience that meets or exceeds their expectations."

Beant Nindra, Vice President of Engineering

"We are committed to providing our customers with equal or better than OEM-caliber engineering. Our prevailing engineering approach makes improvements to machine efficiency and longevity an automatic part of our designs. It is our goal to return every machine to operation in an improved condition, and if possible, capable of exceeding the unit's best past performance."

Stephen Jeney, Vice President Sales & Marketing

"The Regional Service Managers (RSMs) under my direction must *own the customer relationship*." This means that our RSMs are fully authorized to act at all times, in their interactions with their NEC colleagues, as the *customer's advocate*. If a customer has concerns or problems that need to be addressed before, during or after a project, then the RSM has the responsibility to make sure that the appropriate NEC functional area managers are fully informed of details, so that issues can be effectively addressed. Ultimately, the RSMs' success is dictated, not by volume of sales, but by the completeness or our customers' satisfaction with our work. It is proven when our customers choose to repeat their experience with NEC."

Douglas Andersen, Dir. Project Management

"Major projects require major teamwork – among NEC's functional areas, with the customer's engineering and plant personnel and with other contractors. Making NEC's activities mesh into this web of activity is a job I take seriously – I am committed to NEC's success. As team leader for our project management unit, I expect each of our project managers to exhibit the same commitment and strive, as I do, to keep the customer's budget and schedule on track."

Gary Slovisky, Field Service Manager

"I know the work my team does at an owner's site can make or break NEC's success and the customer's perception of our coil products. My team is committed to providing our customers with the best supervisors and technicians in the business. The customer's satisfaction is our measure of success, and I am determined to continue to be successful with my team."

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