

KOHLER AFTERMARKET
PARTS & SERVICE
ISSUE Q1 - 2022

KOHLER®

DEAR PARTNERS AND ASSOCIATES

Welcome to our first quarterly channel Kohler Power - Aftermarket Parts and Service (AMPS) magazine.

I am delighted to launch this magazine as a platform to share details of our latest initiatives and provide updates to our global partners and associates. We also want the content within it to help you – our most valued distributors and dealers – increase sales and drive your business forward.

This first issue is packed full of information. There are, for example, articles on how you can apply digital technology and data analysis to improve the efficiency of parts ordering and stock management. And there are several distributor and customer success stories that highlight parts and service best-practice in action.

The magazine team has done a fantastic job pulling together the content and sharing exciting stories and ideas. The last few years have been challenging with the pandemic and the inability to meet in person and hold face-to-face meetings. The newsletter is a first step as we look to improve our communication with our partners and associates globally through digital content.

We want the magazine to encourage a two-way flow of communication – helping us learn more about each other's activities to apply that knowledge to good effect across regions. Your feedback is therefore vital. We look forward to hearing your views on the content and layout of the magazine and any other opinions on how we can continue to provide reliable and easily accessible information.

Thank you for your partnership with Kohler Power Systems. I hope you continue to stay safe and take care of yourselves, your families, and your coworkers. And I look forward to working with you across 2022.

Regards

Ashish Dutta
Vice President - Aftermarket Parts & Service
Kohler Power Systems



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1 INSIDE KOHLER



KOHLER CO.

WHO WE ARE

CORE BUSINESS



POWER

Global manufacturer of generators for industrial, residential and marine markets: gaseous, gasoline and diesel engines; and uninterruptible power supply solutions. Turnkey solutions provider that can engineer, procure and integrate power systems worldwide.



DECORATIVE PRODUCTS

A collection of internationally recognized brands offering high-end stone and tile, state-of-the-art vanities, as well as luxury plumbing products.



KITCHEN & BATH

Kohler is a global leader in the design and manufacturer of high-quality faucets, sinks, toilets, showers and bathtubs.



HOSPITALITY & REAL STATE

Award-winning resorts, world-class golf destinations and exceptional work and living communities.

A global icon

Founded in 1873 and headquartered in Kohler, Wisconsin, Kohler Co. is one of America's oldest and largest privately held companies comprised of more than 40,000 associates.

With more than 50 manufacturing locations worldwide, Kohler is a global leader in the design, innovation and manufacture of kitchen and bath products; luxury cabinetry, tile and lighting; engines, generators, and clean energy solutions; and owner/operator of two, five-star hospitality and golf resort destinations in Kohler, Wisconsin, and St. Andrews, Scotland.

For more details, please visit kohlercompany.com



OUR HISTORY

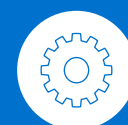
OUR KEY BELIEFS



INSPIRE PEOPLE
A single level of quality



DELIGHT CUSTOMERS
Leading edge design and technology



BOLDLY INNOVATIVE
Consistent, quick delivery and service excellence



OWN IT
Passionate people with ownership and accountability



PRIORITIZE
Reinvest over 90% of earnings



FEW FIGURES



1873
Wisconsin (USA)



40 000+
Associates



50+
Production sites



30+
Brands



KPS AMPS GEARING UP FOR THE FUTURE

INVESTMENT IN DIGITAL ENABLEMENT WILL IMPROVE OVERALL CUSTOMER EXPERIENCE

As part of our first newsletter, I want to introduce the Kohler Aftermarket Parts and Service (AMPS) team and our purpose.

As a critical part of Kohler Power Systems, AMPS is responsible for the commissioning, service and after-sales support of all KOHLER® generators and switchgear. The purpose of the AMPS team is to enable and support Kohler distributor and dealer efforts to provide after-sales service and support solutions profitably to end customers, so we can own the entire customer experience.

Over the last few years, the team has made significant strides to increase global growth by partnering with our distribution and end customers to understand their needs and expectations. Some of the key achievements include:

- Launching the Kohler Power Parts (KPP) website in NA and EMEA to provide customer access to parts catalogs.
- Launching KOHLER® genuine consumables in the marketplace.
- Deploying parts strategic plans with 50 partners in collaboration with the distributor partners.
- Mapping out install base in NA to support growth initiatives and end customer support plans.
- Increasing awareness and need to support parts and service to delight our end customers.



As we move into 2022, the team is expanding on the successful BOLD enablers and initiatives to continue the positive momentum in the business. To delight our customers we need to ensure that we have the 3 RPs - **Right Product** at the **Right Place** and at the **Right Price**.

Our main areas of focus in 2022 are:

IMPROVE FOUNDATION

It is critical to have strong processes and organization to delight our customers. The key initiatives we are focusing on are:

- 1 Driving pricing excellence through understanding market needs and driving value pricing.
- 2 Improved global parts availability and warehousing inventory.
- 3 Creating world-class quote-to-delivery process.

ENGAGE CHANNEL PARTNERS

Kohler Power Systems AMPS strategy is to engage and work closely with our distributor partners. To drive continued engagement with our partners, we are working on the following initiatives:

- 1 Continuing to deploy and monitor our distributor strategic plan to align on areas of focus and opportunity.
- 2 Supporting and providing install base information.
- 3 Improving communication to the channel through newsletter, face-to-face meetings and relationship building.

DELIGHT CUSTOMERS WITH EXCEPTIONAL SERVICE

Our strategy is to continue to invest and support our partners and end customers with service and training tools. We are working on the following:

- 1 Deploying global Kohler Power Assist as a tool to monitor ticketing and warranty.
- 2 Building e-learning platforms utilizing new technologies like AR/VR to support training of technicians and customers.
- 3 Developing a global data center specific service strategy to exceed customer expectations.

OUTSTANDING CX THROUGH DIGITAL ENABLEMENT

To enhance and differentiate ourselves in the new evolving digital world, we need to enhance our customer experience by deploying digital tools. KPS has invested in resources and tools to deploy in AMPS. Some of the key initiatives include:

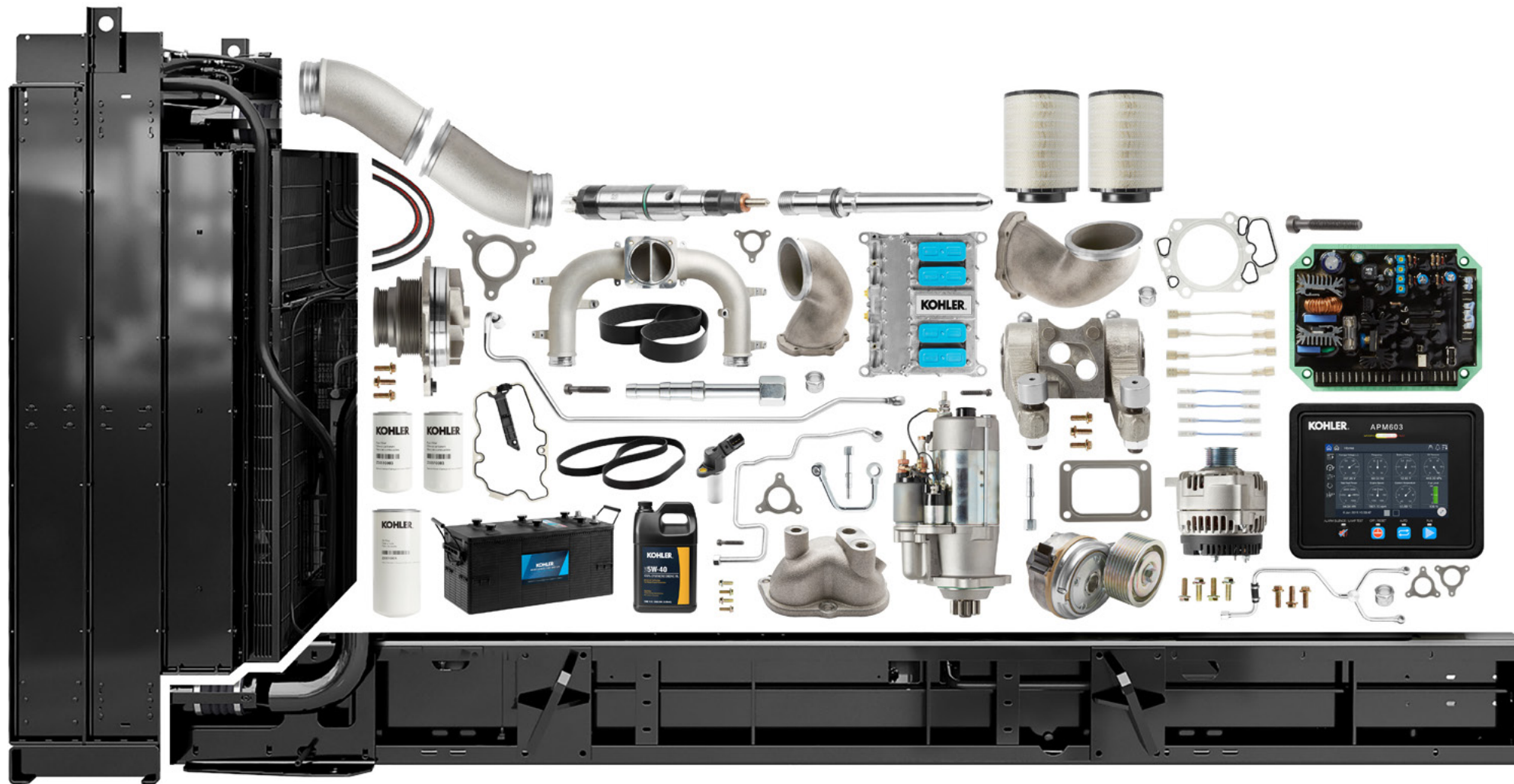
- 1 Enhancing KPP.com to improve customer digital experience and add e-commerce and lead generation capabilities.
- 2 Rolling out QR codes with mobile APP capability to provide instant information to the end user.
- 3 Developing a connected asset management system.

I AM VERY EXCITED WITH WHAT IS COMING UP IN 2022 AND LOOK FORWARD TO WORKING WITH OUR EXCEPTIONAL PARTNERS TO CONTINUE TO DELIGHT OUR CUSTOMERS AND PROVIDE ENHANCED VALUE TO KOHLER AND THE DISTRIBUTORS THROUGH GROWTH AND INCREASED PROFITABILITY. I LOOK FORWARD TO MEETING YOU AND SHARING MORE ABOUT THIS EXCITING TIME AT KOHLER POWER SYSTEMS.



Ashish Dutta,
Vice President
Aftermarket Parts & Service

2 PARTS



THE YEAR 2021 WAS STRONG FOR THE GLOBAL PARTS & LOGISTICS BUSINESS. WE DROVE EXECUTION TO A DOUBLE-DIGIT GROWTH IN NET SALES WITH AN IMPACTFUL PROFIT, AND WE HAD MANY VICTORIES AROUND THE WORLD DESPITE THE CHALLENGING MARKETS.

North America had a record year, achieving double-digit growth for the sixth year in a row. The team set a new record for a single month in shipments and completed more than 25 priorities executed by the different functions. Latin America achieved positive net income, obtained the highest engagement survey percentage, and completed the hiring of new critical associates. EMEA grew prior year in net sales, completed its reorganization with the appointment of two females in leadership roles, and developed a new roadmap utilizing the BPI (Business Process Improvement). SEA and China had several wins growing orders double digits, holding a distributor conference to connect face-to-face, continuing its focus with strategic distributors, and pursuing datacenter business. India grew its top line the prior year and had a strong year in orders and consumables.

Those achievements and wins were under severe supply chain constraints and lead-time difficulties, but the teams were able to manage, engage, prioritize, and execute globally to deliver our overall financial commitments.

Globally, we had important recognitions as well, such as winning the Kohler Power President's Award for the Installed Based Mapping project, holding a face-to-face BPI session in France under COVID restrictions and relocating a leader to France to set the foundation for future growth.

2021 YEAR END REVIEW AND 2022 PRIORITIES

SO, WHAT ARE WE FOCUSING ON IN 2022?

- 1. Rebuilding the foundation.** We will focus on growing markets to rebuild the foundation in processes and procedures, especially for order-to-cash management, inventory efficiencies and logistics needs.
- 2. Focusing on priorities in growing markets.** North America and EMEA will demand a lot of support to rebuild and execute operational excellence to delight our customers in these growing markets. We will also support opportunity markets like LATAM, SEA, China, and India.
- 3. Driving channel excellence and execution.** We will continue developing channel behavior, driving strategic plans incremental growth, and connecting with our distributors around the world to support them with new products, marketing, and sales initiatives.
- 4. Achieving the global logistics growth plan.** Develop the global roadmap for logistics improvement to become world-class.
- 5. Accelerating digital transformation.** We will provide our distributors a gracious experience ordering parts online and accelerating our e-commerce offerings.



Patricio Iligaray,
Business Director
Parts Sales and Logistics, PS

3 SERVICE

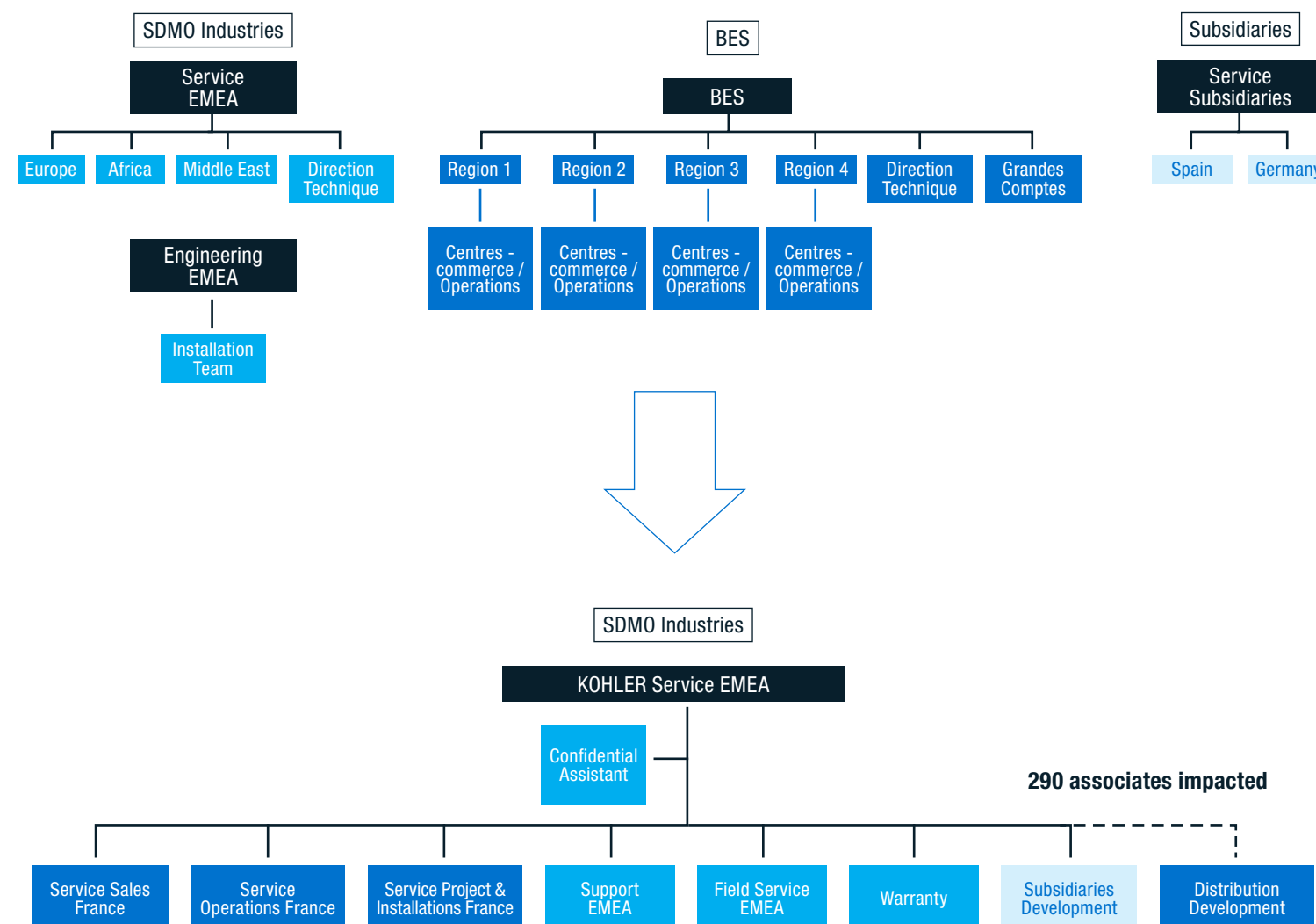


KNOW-HOW BASED ON POSITIVE CUSTOMER EXPERIENCE IN FRANCE

This new organization has allowed us to give a better service to our global customers (datacenters) with aligned processes, and better flexibility.

In France, we have been able to follow better our products and be on time to provide maintenance offer to our customers.

ORGANIZATION CHANGE July 1, 2021













FROM JULY 2021

NEW SERVICE EMEA STRUCTURE

In July 2021, SDMO Industries integrated its sister company BES in the global restructure of its service organization. This new organization involving 280 people, is aim to provide a seamless and homogeneous response to all our distributors and customers with dedicated departments.

We are still working in homogenizing and simplifying processes in order to better serve the customers and distributors. We look forward to sharing more news and information with our partners through the year.

AREAS OF FOCUS

 <p>SERVICE SALES</p>	<ul style="list-style-type: none"> • Realize sales targets in France • Transform genset sales in maintenance contract • Help distributor quoting special operations • Develop strategy for sales and product development roadmap for service
 <p>SERVICE OPERATIONS FRANCE</p>	<ul style="list-style-type: none"> • Execute the service contracts • Schedule technicians planning • Manage sub-contractors • Realize commissioning of KOHLER® gensets • Help selling parts in France
 <p>DEV. PROJ. & INSTALLATIONS FRANCE</p>	<ul style="list-style-type: none"> • Execute installation of generators in EMEA • Execute service project development • Study special retrofits and anticipate obsolescence
 <p>SUBSIDIARIES ACTIVITIES</p>	<ul style="list-style-type: none"> • Align subsidiaries processes to KOHLER service processes • Use service offer from France to subsidiaries countries • Optimize efficiency using support service from France
 <p>DISTRIBUTOR DEVELOPMENT</p>	<ul style="list-style-type: none"> • Map out distributor capabilities • Build 5 years strategic plan of service for distributors • Help growing our distribution service capabilities
 <p>CUSTOMER SUPPORT</p>	<ul style="list-style-type: none"> • Support customers • Support distribution • Handle warranty servicing • Respond to Mize Ticketing
 <p>FIELD SERVICE EMEA</p>	<ul style="list-style-type: none"> • Execute service parts for special projects • Deploy Global Data Center Service readiness strategy • Execute on field support for customers • Build commissioning documentation
 <p>WARRANTIES</p>	<ul style="list-style-type: none"> • Own warranty process for EMEA • Realize the Recall campaigns • Report warranty activity • Owns for EMEA the MIZE Warranty part • Develop warranty extension strategy
 <p>TIER III</p>	<ul style="list-style-type: none"> • Concentrate the product knowledge • Manage complex problems • Support Tiers II technicians • Manage and share the global information about our products • Follow suppliers
 <p>TRAINING</p>	<ul style="list-style-type: none"> • Provide Technician Certifications (Power Systems and Diesel Engines) • Support Associates and Distributors development training path. • Provide a blended training program with Virtual Trainings (VT), Instructor Led Trainings (ILT) and E-Learning Trainings (ELT) • Develop Specific Diagnostic kits and Engine Tools Kits related to Service trainings

WHAT WE OFFER FOR EMEA

- Qualified and strong service support team for the multifunctional areas of the organization.
- Sharing the strong know-how, experience and operation that we have in France to the rest of areas of EMEA, improving and growing the Kohler support to our customer in all EMEA.
- Implement a new Service Support organization based on Tiers escalation allows us to better control and uniformize the support of our distributors and our customers.
- The New Tiers III organization allows us to better follow our providers, and to have a deeper focus on major problems we might encounter.

KOHLER POWER SYSTEMS EMEA SERVICE TEAM



SERVICE INDIA LAUNCH OF KOHLER WOW SCHEME

Before the launch of this scheme, the aftermarket sales team and channel partners used to contact individual customers for AMC/extended warranties. It was difficult to convince the customer for AMC/extended warranties, yielding only a few cases of success. There was no standard scheme to help our team to convert maximum customers for AMC/extended warranties.

As a result, we launched Kohler Wow Scheme which covers three years of preventative maintenance coverage, three years of repair/replacement of all parts, and a three-year warranty on gensets.

This program assures customers hassle-free maintenance and service from a world-class service network. And for channel partners, it provides guaranteed revenue for a three-year period (due to strict adherence PMCs and extended warranty services)—and a unique selling feature to pitch during new genset sales.

In this scheme, we have covered the product range from 5 kVA to 250 kVA (applicable for CPCB II products).

KOHLER. WOW !



Advantage + Value

PROMISE OF KOHLER!



LAUNCH OF KOHLER® PMC KIT

THE KOHLER PMC KIT WAS LAUNCHED WITH THE INTENTION OF **PROVIDING ALL REQUIRED CONSUMABLES** IN ONE SIMPLE PACKAGE, INCLUDING O RINGS, FILTERS AND LUBE OIL. THESE KITS ARE PACKAGED IN CUSTOMIZED KOHLER BAGS FOR EASE OF HANDLING.

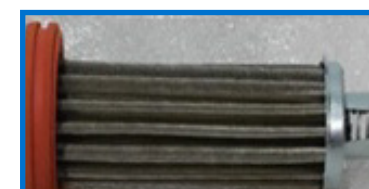
KIT BENEFITS

1. Hassle-free ordering system— just one kit part number vs. referring multiple part numbers in a catalog. Removes human error.
2. Easy to handle—all the filters come in single, easy-to-carry bag.
3. Ensures customer uses genuine oil—and the benefit of extended oil change intervals (e.g., from 300 hours to 500 hours or from six months to one year). Extended oil changes are not recommended for locally available oils. Promoting PMC kits captures lubricating oil business to channel partners, which is many times lost to open market.

SCHEME BENEFITS

1. The products will be in care of Kohler service network for the complete scheme period, and all the recommended scheduled maintenance would be carried by Kohler service network.
2. An assured revenue to channel partner for three years.
3. Increased engagement with customers (Read: repeat orders and new-customer referrals).

ALL OF THESE PRODUCTS ARE INCLUDED IN PMC KIT TO HELP ENHANCE THE CHANNEL PARTNER REVENUE.



4 DISTRIBUTION FOCUS



CHANNEL MANAGEMENT AS PARTS OF THE OVERALL STRATEGY OF GROWTH

We believe that driving strategic and tactical channel activities to support our distribution network will result in a mutually beneficial relationship to growth the parts business.

Our channel managers are capable to assess current stock levels, support forecast needs, analyze sales data, suggest marketing programs and performance, and evaluate installed base in regions.

We invite to work with our aftermarket channel managers in North America, Latin America, EMEA and soon in SEA and China.

CHANNEL MANAGEMENT UPDATE

ARE YOU DRIVING YOUR BUSINESS WITH DATA?

We all live in a digital world. A world of notifications, reminders, spreadsheets, numbers, and analytics. Do we ignore them or act upon them? This is a question that we answer not just daily but sometimes by the minute. Did you know that Kohler Aftermarket Parts and Service has dedicated resources to drive data that can influence your business? Kohler works daily with different digital platforms to drive valuable data to our customers. The more analysis we can provide, the more profitability we can help you generate by eliminating waste and streamlining processes.

Ask yourself the questions: Do we use the correct data analysis to stock parts? Are we ordering based on past trends? Seasonal analysis? Are we taking advantage of the promotional offers? Should we order once a day or once a week? The answer to these questions (and others) is not the same for everyone. Each business profile is slightly different, and at Kohler we are continually researching the data to provide specific customized analysis when requested. These answers drive your business plan when implemented properly. Reach out to our channel department to see how we can help you. The data for your business might just surprise you, and that is a notification you cannot ignore.



Howard Spurgeon

Manager – Parts Business Development

[Kohler Co. | Power Systems](#)

PARTS CHANNEL MANAGEMENT TEAM EMEA

I am excited to announce that we have three new channel administrators in EMEA. Laurent Tixhon, Olivier Stephan, and Arnaud Caradec bring a wealth of experience to this newly created role in aftermarket parts. These new positions are created to serve our distributors and key accounts in EMEA. They will provide coaching to help our accounts understand what parts to purchase, when to buy those parts, and how to use the best strategy to purchase parts.

Simply stated, channel administrators are available to help you develop your parts business. They will meet with you regularly to help you achieve your established goals. They are your professional business connection to the aftermarket parts business at Kohler. Although channel administrators are not quoting orders or entering orders into the workflow, they will work with accounts to develop proper ordering to help maximize your profitability from your parts business. Please welcome the new channel team. They are ready to work with you to build a successful business.

Howard Spurgeon

Manager – Parts Business Development

Kohler Co. | Power Systems



Olivier **STEPHAN**

Which is your role in Kohler?

Channel Administrator, parts EMEA

Where are you located?

Brest, France

When did you first join the company?

June 2002

Which territories and markets are you responsible for?

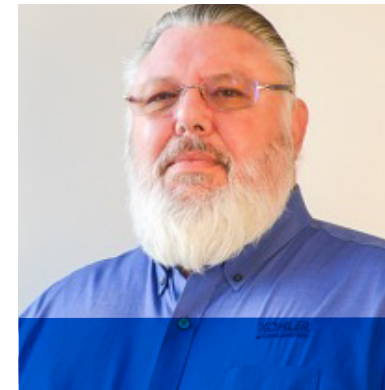
Europe / Russia

What do you love about your job?

Being the representative of the KOHLER® brand and helping our customers evolve and grow with us. I like to travel, meet our interlocutors and create a real, strong relationship with them. This new role allows me to have more interactions with all services of the company (also in the United States). I grow every day, professionally and personally.

What else would you like to share about yourself?

I like music (I collect vinyls), art (paint, drawing, design, hand-manufactured things, tattoos), and travel. And I love having fun with my kids.



Laurent **TIXHON**

Which is your role in Kohler?

Channel Administrator.

Where are you located?

France.

When did you first join the company?

July 19, 2008.

Which territories and markets are you responsible for?

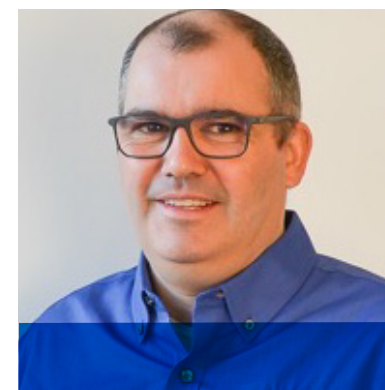
Middle East.

What do you love about your job?

Being able to delight our internal and external customers by giving them the best process and tools to improve their competitiveness in their market.

What else would you like to share about yourself?

I enjoy mechanics, spending time with my wife and two kids, cooking, and baking.



Arnaud **CARADEC**

Which is your role in Kohler?

Channel Administrator, parts EMEA.

Where are you located?

Brest, France.

When did you first join the company?

June 2006.

Which territories and markets are you responsible for?

Africa, France and overseas territories.

What do you love about your job?

Contact with our customers and internal departments to promote KOHLER brand products and related services.

What else would you like to share about yourself?

I like spending time with my family, my three children, and traveling to discover new territories. I have a great passion for DIY, gardening, and sports activities such as cycling, walking, and sailing.

PARTS CHANNEL MANAGEMENT TEAM NA

The **North American Channel Management Team for Aftermarket Parts** is responsible for driving aftermarket parts business development through Kohler’s network of 4 Canadian Distributors, 17 US Distributors and 5 Marine Distributors. To drive growth the team sets challenging yet achievable goals for each distributor, with a focus on growth over prior year. Other measured goals include keeping the percentage of orders placed on stock to be 60% or above, and the percentage of Kohler’s line of consumables ordered to be equal or above the distributors last year’s performance (rough around 15%-20% of all orders).

All year round, the team works to keep distributors on track for achieving these goals. Promotions are run throughout the year to encourage buying patterns, additional savings and inventory control. Quarterly Parts Review Meetings are scheduled to discuss performance, issues and updates with each distributor. As needed, the team will schedule trainings on Kohler’s line of consumables like Oil, Coolant and Batteries or a one-day overall Aftermarket Parts training that dives deep into the details on products, procedures, and programs which is helpful for new parts personnel. Rebate programs for growth and scrap have been set up to reward and payback distributors which are closely tracked and paid out every year. Communication and strong relationships are required to make this team successful, and they are often busy troubleshooting any issues with parts that arises or traveling to distributors facilities to meet in person.

Judd Durant

Channel Manager Aftermarket - Parts
[Kohler Co. | Power Systems](#)



Judd DURANT

Which is your role in Kohler?

Channel Manager Aftermarket & Parts

Where are you located?

Kohler, Wisconsin.

When did you first join the company?

November 2015.

Which territories and markets are you responsible for?

United States and Canada.

What do you love about your job?

I love the versatility of being able to accomplish a variety of tasks from supporting our customers to strategically driving our business forward. Working collaboratively with teams both externally and internally leads to successful outcomes and growth.

How do we win in the minds of our customers, beating out our competitors?

Product knowledge is key. Kohler® products are designed and engineered for our applications and have high quality characteristics. These characteristics need to be learned and shared with our customers, so they know exactly what the Kohler® advantage is.

What else would you like to share about yourself?

I have five young kids and a wonderful wife. It’s very important to me to maintain a healthy work-life balance. I like to stay busy and between my career and family I certainly do not have much downtime.



MaryBeth BONGARD

Which is your role in Kohler?

Associate Channel Manager Aftermarket & Parts.

Where are you located?

Columbus, Ohio.

When did you first join the company?

I first joined Kohler in January of 2011 – I began in the Corporate Communications Department, then worked in marketing for Kitchen and Bath and then later for Kohler Power Systems. I ended my employment with Kohler in 2017 when I moved to Ohio, but since April of 2021 I work remotely for KPS again.

Which territories and markets are you responsible for?

I am responsible for driving aftermarket parts business development through Kohler Power’s North American distribution network.

What do you love about your job?

I love working with and supporting our distribution network. I enjoy meeting the teams there face-to-face, visiting their facilities and getting to know them all.

How do we win in the minds of our customers, beating out our competitors?

By listening to our customers, providing exceptional support, exceeding expectations and building trust.

What else would you like to share about yourself?

Engines is the only business unit at Kohler I haven’t worked in; in high school and during the summers in college I worked in housekeeping and room service for The American Club.

INTRODUCING OUR DISTRIBUTORS - EMEA **SURGE IN DEMAND SEES WB POWER SERVICES SCALE UP UK ACTIVITIES**

The exponential growth is down to a combination of the company boosting its service capabilities and scaling up activities to meet the surge in demand for critical power systems across several key industries, including data centres, construction, and the utilities sector.

The family-run business is the U.K.'s largest distributor of Kohler generators in Europe and is on track for a record breaking £52 million turnover when this financial year ends—an increase of £12 million in 2020. To keep up with the growing demand for KOHLER's generators, as well as WB's industry-leading services, the company has increased the number of depots it has around the U.K., recently opening its ninth in Milton Keynes last month.

DERBYSHIRE BASED WB POWER SERVICES (WBPS) IS ON TARGET TO RECORD ITS MOST SUCCESSFUL YEAR IN THE COMPANY'S 38-YEAR HISTORY, WITH PROFITS UP 30 PER CENT ON THE YEAR BEFORE.



"We've experienced significant growth over the last three years and have ramped up our service capabilities to keep pace and ensure we can consistently deliver the service we're renowned for—which is providing emergency power, when and where it's needed," explains Andy Wilmott, managing director at WBPS.

"Customers come to us in part because of the high-performance KOHLER generators we supply. However, it's our ability to deliver critical power to our customers—wherever they are in the U.K. within four hours of receiving the emergency call that enables us to stand out from the competition. This year alone, we've met over 95% of callouts within this time frame, with the majority occurring within just two hours.

Scaling up our U.K. activities has been fundamental to the success and growth we're seeing year on year. We now employ over 200 staff across a country-wide network of service centers, workshops, depots, and offices around the U.K. This includes a team of 150 highly qualified engineers providing specialist knowledge and insight for consultants when specifying generators, as well as servicing emergency call outs for backup power.

The company has also invested heavily to expand the number of KOHLER rental generators in its fleet - doubling the number available to 1000 across the U.K., including many Stage V engines that are cleaner to operate and produce lower emissions. These generators are mandatory for any construction projects in London and other major cities, and likely to be deployed more widely as the country moves toward its net zero emissions targets.

Andy concludes: "Despite it being a challenging year, it's also been our most successful to date. We continuously put our customers' needs at the heart of everything we do. Regardless of the industry – construction, datacentres, utilities, or events—our customers rely on us to provide them with power when they need it most. It's our strong family values and pride in the work we do that ensures each member of the WBPS team is committed to giving our customers the best possible service."

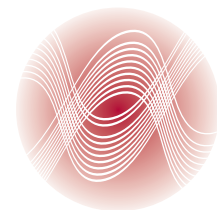


THE SCALING UP OUR U.K. ACTIVITIES HAS BEEN FUNDAMENTAL TO THE SUCCESS AND GROWTH WE'RE SEEING YEAR ON YEAR. WE NOW EMPLOY OVER 200 STAFF ACROSS A COUNTRY-WIDE NETWORK OF SERVICE CENTRES, WORKSHOPS, DEPOTS, AND OFFICES AROUND THE U.K.



INTRODUCING OUR DISTRIBUTORS - NA

TOTAL ENERGY SYSTEMS



Total Energy Systems, LLC

Where are you located?

Total Energy Systems (TES) is headquartered in Green Bay, Wisconsin. Our area of responsibility includes four states in the Midwest with five main branch locations.

What is it like to be a Kohler channel partner?

TES is a proud KOHLER Power Systems distributor. Year after year, TES continues to outperform its parts/service sales goals and increase its profitability. TES and Kohler Power Systems are true partners and work together to not only capture additional sales but, to deliver a premium experience to the customer. We had the pleasure of sitting down with TES's parts and service management team to ask them what the keys to their success are.

The team members that we interviewed were:

- Kegan Collins - Director of Service
- Andy Van Rens - Regional Service Manager
- Jerod Schoneman - Director of Parts

1. Your parts sales goal for 2021 was an aggressive growth goal. You ended the year far above your planned goal. What was your strategy and how did you achieve such tremendous results?

We understand the sales potential in our area of responsibility (AOR), and we know exactly what one additional technician can capture in incremental parts and sales revenue. We build a strategic plan to add a specific number of technicians each year, so we can continue to work toward capturing the full parts and service potential in our area.

2. What was the greatest challenge that you faced in 2021?

Supply chain challenges were our most difficult obstacle to navigate through last year. We found that communication was key, and a lot of time was spent calming the customers and keeping them up to date on their situation. We tried to alleviate some of the supply chain challenges by increasing our inventory to offset some of the unknown parts delays.

3. What was your greatest success in 2021?

Our largest win in 2021 was the successful onboarding of additional service technicians. These new service technicians were trained to not only service equipment but also to sell. They go from site to site performing maintenance and service, but they also recommend additional points of concern such as the age of the battery. If the technicians spot a generator while traveling, they will take the time to stop in and offer their services.

4. How does your culture at TES contribute to your success?

Total Energy has a very motivated workforce that is fueled by one another's trust, passion, and thirst for success. The atmosphere in our business is a family-like one and the company prioritizes sharing the goals and performance. Every quarter each branch has an in-depth meeting where the team shares their goals, challenges, wins, and business financials. All these attributes combine into a successful culture here at TES.

5. What is one piece of advice you would give your fellow KOHLER Power generation distributors to grow their parts and service business?

Empower your technicians and expect a lot out of them. Our technicians handle their own quoting, scheduling, customer advising, and sales. They are running their own business, and they really appreciate being empowered and having the tools to be successful.



5 CUSTOMER SUCCESS STORIES

SERVICE INDIA

BAGS-IN FIRST OPERATION & MAINTENANCE CONTRACT



OVERVIEW

Cisco Systems (India) Private Limited, Bangalore, a leading worldwide leader in IT and Networking is one of our most prestigious customers in India. Critical load is backed up with a captive power, powered by KOHLER® gensets (2 MVA X 24 Nos.).

Over the last decade, Kohler Power India has committed to delivering best-in-class services to its customers by providing customized offerings tailored to their needs. This includes operation and maintenance contract of gensets and captive powerhouse.

CHALLENGE

At commissioning, the gensets fall under Kohler annual maintenance contracts. But the operation of these gensets and powerhouse consisting of synchronization panels, breaker panels, NGR panes, distribution panels, battery banks, fuel filling, and fire extinguisher systems were taken care of by CBRE (a facility management firm) with help of multiple service providers and manpower-supplying service agencies. So, CBRE had to coordinate with various service providers and vendors to upkeep the gensets and powerhouse. Naturally, over time this created many challenges, including increased maintenance costs.

SOLUTION

In 2018 Cisco approached Kohler to take over the operation and maintenance (O&M) of the gensets and powerhouse completely. A cross-functional team consisting of a Kohler regional sales manager, the AMPS team and engineering performed a thorough study of the installation and the equipment. After proper analysis, Kohler senior leadership gave the go-ahead to take on this challenging project and provide Cisco with the solution it needed. Since meeting Cisco's request, Kohler has provided huge cost benefits to Cisco & CBRE. Kohler was awarded O&M 2-year contract of 24 X 2000 kVA gensets in August 2018.



RESULT

With professional services rendered by Kohler's O&M team, in Aug 2019 the O&M contract was extended to other powerhouses within the campus adding 14 no. (8 X 3000 kVA + 6 X 2000 kVA) gensets and their associated powerhouses. As of Dec 2021, Kohler is rendering O&M services to 38 gensets totaling 92.4 MVA backup power to critical loads. Cisco & CBRE have greatly appreciated Kohler for the service rendered ensuring 100% uptime of the gensets and powerhouse.

SERVICE EMEA

CENTRE HOSPITALIER DE SAINT-BRIEUC



SOLUTION

Test the entire operation of the new plant on the new LOW VOLTAGE SWITCHGEAR, keeping the Hospital power on the existing SWITCHGEAR, then once the operation was validated, we switched the entire site to the new installation (commissioning in several phases).

RESULT

The work was carried out on time, and the customers was very satisfied with the result. The Power plant is very representative of KOHLER-SDMO know-how (great service).

We were able also to control the costs on a very tense context with high increase on raw materials.

OVERVIEW

Customer is an hospital in operation, were cuts were not allowed. This power plant was sold as a key turn project, with the following characteristics.

- 3 genset KD2500E, with KD62V12 engines and KOHLER alternators
- Horizontal cooling systems, with 10 fans with noise level lower that 42db at 10 meter, to be installed on the roof of the genset room
- Vertical chimney of 14,5 meters in diameter 550mm
- Exhaust silencers of 1 metric ton installed above the generator
- Step up transformer of 2500kVA, connected with solid bars to the genset APM802 switchgear, allowing temporary sync with the grid, including the High Voltage switchgear including 2 main incomers and 2 emergencies

This projects needed a good coordination with the project owner (Capingelec), the electrical contractor and the energy provider, to carry out the test without disruption of the site.

CHALLENGE

Carry out a power plant in a hospital in operation and carry out functional validation tests without disturbing the operation of the various departments.

Working with an new Electrical contractor on a very complex site.

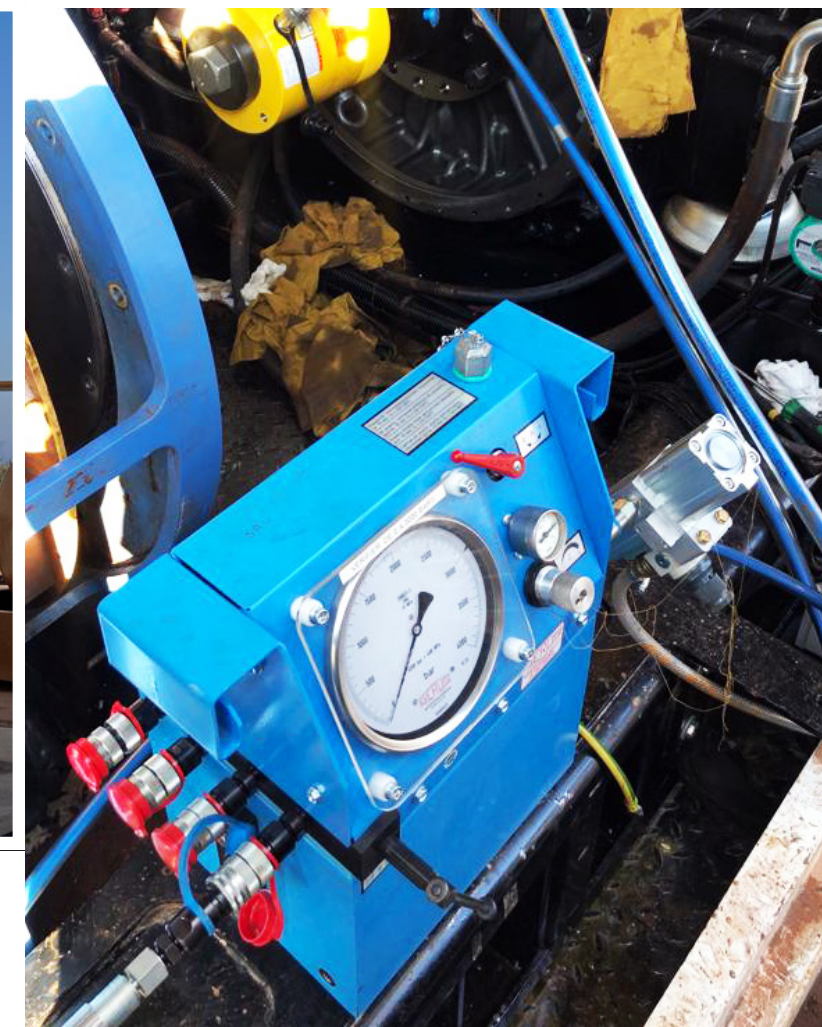
Respecting the contractual planning, despite the delay in the provision of the generator (installation done in less than 7 months)

Coordination of a total of 13 subcontractors on the site, with all the administrative management for order / reception / commissioning of the site



SERVICE EMEA

TEXEIRA DUARTE – ORAN - ALGERIA



OVERVIEW

Generators:

- 2 x KD3300 – 400V
- Container CPU 45
- Location – Military base – Oran – Algeria

Kohler's Filed service Scope:

- Commissioning of the generators
- Operators training to the end users

CHALLENGE

Project constraints:

- Project complexity requiring assistance from Kohler Field Service Engineers to perform commissioning.
- Engine early seal failure requiring on site heavy repair.
- Travel restrictions to the country due to Covid.
- Customer operational constraints.

SOLUTION

- Partnering with our local distributor EMIRE to perform initial start up and meet customer operation requirement deadline. .
- Synergy with other Clarke Energy Algeria to perform engine repair.
- Kohler' Field technician's expertise.

ENGINE REPAIR

Assistance from Clarke Energy Algeria to dismantle the generator components to allow access to the damaged parts:

- Power cabinet.
- Control cabinet.
- Fuel tank.
- Disassembly of the alternator from the engine (6500 Kg).

Repair by Kohler mechanical Technician using specific tools:

- Use of specific hydraulic jack to remove the cranshaft hub and gain access to the defective seal.
- Replacement of the seal.
- Engine and generator assembly.

GENERATORS COMMISSIONING

Start up of the generator after the Engine repair.

Synchronization and commissioning of the 2 Generators by Kohler Field Service technician.

End customer's personnel training to Operator's level.

6 / PRODUCT SPOTLIGHT



KOHLER® GENUINE PARTS
IT'S ALL ABOUT THE BRAND

With the launch of KD Series™ products in 2016, Kohler became a leading supplier of fully integrated generators. These gensets gave KOHLER® distributors an advantage in providing service support. To that end, Kohler also rolled out a line of KOHLER genuine parts products, including integrated genuine oil, genuine batteries, and genuine coolant.

Our next step is to launch these products in EMEA. Though global supply chain issues have slowed us down, we're still working on releasing genuine coolant soon. Growing our portfolio of KOHLER-branded parts into new regions further positions Kohler as a leading global supplier and provides several benefits to our distribution network.

BENEFITS OF GENUINE PARTS BRANDING

 <p>HIGH QUALITY</p> <ul style="list-style-type: none"> • Premium OEM product • Meets or exceeds engine specifications 	 <p>KOHLER RECOMMENDED</p> <ul style="list-style-type: none"> • Available from KOHLER® distributors • Matches production supplied parts • Aftermarket technical support
 <p>TOTAL VALUE PROPOSITION</p> <ul style="list-style-type: none"> • Differentiation from sale to maintenance and service • Added value for full product life cycle 	 <p>BRAND AWARENESS</p> <ul style="list-style-type: none"> • Common Global Branding • Visible branding on parts • Marketing support

ALL THE ABOVE BENEFITS FOR BRANDED CONSUMABLES IMPROVE THE ABILITY OF OUR DISTRIBUTION NETWORK TO COMPETE AGAINST THIRD-PARTY SUPPLIERS WHO TYPICALLY COMPETE ON PRICE WITH NONRECOMMENDED AND OFTEN LOWER-QUALITY PARTS.

OUR COOLANT, OIL, AND BATTERY PROGRAMS HAVE BEEN VERY SUCCESSFUL. FOR THOSE IN EMEA, I INVITE YOU TO CHECK OUT OUR LINE OF KOHLER GENUINE PARTS AVAILABLE IN NORTH AMERICA [HERE](#)

AS ALWAYS, I WELCOME PRODUCT FEEDBACK AND SUGGESTIONS FROM OUR CHANNEL PARTNERS. IF YOU HAVE ANY INFORMATION YOU WISH TO SHARE, PLEASE REACH OUT TO ME AT ANNE.FEUDNER@KOHLER.COM

Anne Feudner,
 Product Manager
 Aftermarket Parts, KPS

7 TRAINING INFORMATION



SUCCESSFUL 2021 SERVICE TRAINING & TOOLS

2021 RECORD YEAR
FOR GLOBAL SERVICE TRAINING

4.000 PERSONS TRAINED BY KPS TRAINING TEAMS

x4 TRAINING
EQUIPMENT FOR VIRTUAL TRAININGS

x6 SPECIAL
ENGINE TOOLS AND DIAGNOSTIC KITS

ROLL OUT TECHS CERTIFICATION PROGRAMS
TO EMEA AND START OF THE INITIATIVE TO SEAD DISTRIBUTORS

Qualiopi processus certifié **EMEA TRAINING CENTRE ISO CERTIFICATION**

At Kohler, we're dedicated to seeing your business succeed. That's why we offer the flexibility of classes online, on-site or in our factory. Training, certifying, succeeding—whatever you need to learn to boost your business, we've got you covered.

OUR MISSION STATEMENTS

Generators:

- "To advance knowledge of our Kohler distributors Service Technicians by providing certification programs, to equip them with the most advanced Services tools to best serve and delight our customers".
- "To create, promote and enhance individual and organizational effectiveness by developing and offering an array of innovative , diverse and customized Trainings with most advanced tools and resources in support of the organization's commitment to employee development, Distributors to provide best service and delight to our valued customers consistently"

OUR MAIN GOALS

1. Provide quality, cost-effective trainings designed to increase individual and organizational productivity.
2. Provide development opportunities that enhance knowledge, develop skills and enrich the organization.
3. Create, promote and support an organization that values development, diversity and growth opportunities for all employees and partners.
4. Provide individuals and the organization with the tools to respond effectively to customer needs as well as current and future demands for service.
5. Promote, support and leverage technical resources, service tools to improve and enhance workflow efficiency, improve customer satisfaction and maintain consistency.

VIRTUAL TRAINING SESSIONS



GLOBAL SERVICE MEETING THE TRAINING TEAM



What's your role in Kohler?

I have a global role. I am the director of Global Service Training for Power Systems, primarily focused on industrial generators, and I report to Ashish Dutta our Vice President of Aftermarket Parts and Service.

Where are you located?

I am currently located in Brest in France.

When did you first join the company?

I started in October 1995.

Which territories and markets are you responsible for?

All the Power Systems regions around the globe—North America (NA), Latin America (LATAM), Europe, Middle East, and Africa (EMEA), South East Asia (SEA), China, India and Pacific.

What do you love about your job?

I really enjoy interacting with people, sharing product knowledge, collaborating with multicultural associates, managing teams to drive goals to achieve expectations, and delighting customers.

How do we win in the minds of our customers to beat out our competitors?

Being a world-class training organization is the key to bringing customers to our company and distributors as well. In addition, we need to always understand the needs of the distributors to train and develop their technicians, so they have the technical capabilities and knowledge to perform.

What else would you like to share about yourself?

I have a lot to share, but I am looking forward to meeting everyone in person, so I can further explain our global training strategy and initiatives.

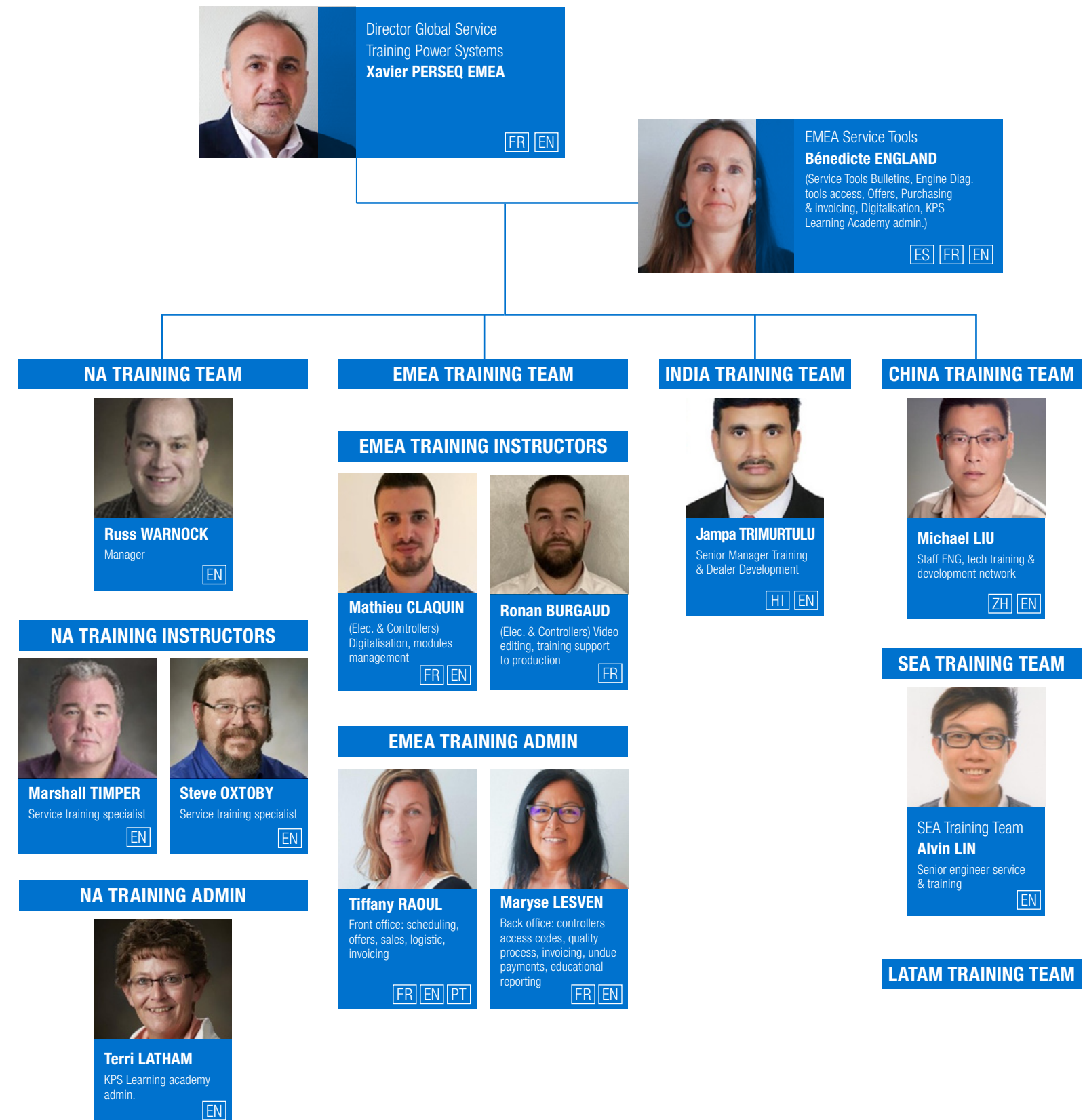
Introducing Service

Our Global Service Training team has team members all around the world, including four associates in Mosel, Wisconsin (USA), five associates in Brest, France, one associate in Aurangabad, India, one associate in Singapore, and another associate in Changzhou, China. We are everywhere. The training team in France reports directly to me, and the rest of the associates in the other regions are dotted-line reports.

MY NAME IS XAVIER PERSEQ, AND I'VE WORKED FOR THIS COMPANY FOR MORE THAN 26 YEARS.

I STARTED WITH SDMO INDUSTRIES (THAT BECAME KOHLER-SDMO AND LATER KOHLER POWER SYSTEMS) . BEFORE I JOINED OUR COMPANY, I WAS A SCHOOL TEACHER AT TECHNICAL COLLEGES IN BRITTANY.

GLOBAL SERVICE TRAINING ORGANIZATION



JANUARY-JUNE '22 POWER SYSTEMS SERVICE TRAINING

Virtual Trainings (VT): 391 Persons trained

Instructor-Led-Training (ELT): 90 persons Trained

SERVICE TRAINING SCHEDULE

Date	Training Modules Designation	Language / Langue	Training Location	Instructor	Duration / Durée	Certification (test>80%)	Cost / Coût (per person)	Status
MARCH								
01/03/2022	VT-ENG-Generator Installation Principles	English	Virtual Remote	XP	3hrs	Operator	140,00 € \$166.00	Open
02/03/2022	VT-FRA-APM403 Architecture et fondamentaux (part 1)	Français	Virtual Remote	MC	3hrs	Operator	140,00 € \$166.00	Open
28/02 to 03/03	ILT- K175 Diesel engines	English	Mosel (USA) In-person	NA Team	4days	Technician	NA \$800.00	Open
03/03/2022	VT-ENG-K175 Internal Architecture and onsite tasks SL2/ SL3 (part 2)	English	Virtual Remote	XP	4hrs	Operator SL2/SL3	160,00 € \$190.00	
08/03/2022	VT-ENG-APM802 Firmwares & Softwares PC	English	Virtual Remote	XP	3hrs	Operator	140,00 € \$166.00	Open
07/03 to 11/03	Industrial ATS Concepts	English	Mosel (USA) In-person	NA Team	4days	Technician	NA \$900.00	Open
14/03 to 17/03	KDI/FOCS engines	English	Mosel (USA) In-person	NA Team	4days	Technician	NA \$1.050,00	Open
16/03/2022	VT-FRA-APM403 Configurateur - Prerequis (part 2)	Français	Virtual Remote	MC	3hrs	Technician	140,00 € \$166.00	Open
17/03/2022	VT-ENG-Diesel Generators Fundamentals	English	Virtual Remote	XP	3hrs	Operator	140,00 € \$166.00	Open
24/03/2022	VT-ENG-VODIA 5.0 Diag. tools - Prerequisites and basics	English	Virtual Remote	XP	3hrs	Operator	140,00 € \$166.00	Open
30 et 31/03/2022	VT-FRA-APM403 Exercices de compréhension (part 3)	Français	Virtual Remote	MC	6hrs	Technician	280,00 € \$330.00	Open
28/03 to 01/04	ILT- Industrial Generator & Controls concepts	English	Mosel (USA) In-person	NA Team	4days	Technician	NA \$900.00	Open
28/03 to 01/04	ILT- K135 Diesel engines and Diagnostics	English	Mosel (USA) In-person	NA Team	4days	Technician	NA \$1.350,00	Open
30/03/2021	VT-ENG-KODIA Diag. tools - Prerequisites and basics	English	Virtual Remote	XP	3hrs	Operator	140,00 € \$166.00	Open
APRIL								
03/04 to 08/04	Industrial ATS Concepts	English	Mosel (USA) In-person	NA Team	4days	Technician	NA \$900.00	Open
04/04 to 07/04	K175 Diesel engines	English	Mosel (USA) In-person	NA Team	4days	Technician	NA \$800.00	Open
06/04/2022	VT-ENG-APM403 Architecture and basics (part 1)	English	Virtual Remote	MC	3hrs	Operator	140,00 € \$166.00	Open
07/04/2022	VT-FRA-APM802 Architecture et fondamentaux (part 1)	Français	Virtual Remote	MC	3hrs	Technician	140,00 € \$166.00	Open
13 et 14/04/2022	VT- Spécifique	Français	Virtual Remote	MC	12hrs	Operator	TBD TBD	Open
20/04/2022	VT-ENG-APM403 Configurator - Prerequisites (part 2)	English	Virtual Remote	XP	3hrs	Operator	140,00 € \$166.00	Open
21/04/2022	VT-FRA-APM802 Logiciels PC (Part 2)	Français	Virtual Remote	MC	3hrs	Operator	140,00 € \$166.00	Open
25/04 to 29/04	ILT- Advanced Genset Controls	English	Mosel (USA) In-person	NA Team	4days	Technician	NA \$1.250,00	Open
MAY								
04 and 05/05/2022	VT-ENG-APM403 Comprehensive Exercises (part 3)	English	Virtual Remote	MC	6hrs	Technician	280,00 € \$330.00	Open
02/05 to 03/05	Industrial Generator & Controls Technician Assessment	English	Mosel (USA) In-person	NA Team	2days	Expert	NA \$400.00	Open
04/05 to 05/05	Industrial ATS Technician Assessment	English	Mosel (USA) In-person	NA Team	2days	Expert	NA \$400.00	Open
JUNE								
08 et 09/06/2022	VT- Spécifique	Français	Virtual Remote	MC+RB	12hrs	Operator	TBD TBD	Open
14 et 15/06/2022	VT- Spécifique	Français	Virtual Remote	RB (+ MC)	12hrs	Operator	TBD TBD	Open
13 to 17/06/2022	ILT- Large Diesel Mitsubishi S12R/S16R hands on	English	Brest (ENG) In-person	JT	28hrs	Technician	TBD TBD	Open
20 to 24/06/2022	ILT- Large KOHLER K135 SL1/SL2 Hands-on	English	Brest (ENG) In-person	JT	28hrs	Technician	TBD TBD	Open
22/06/2022	VT-APM403 Conversion Telys 2 - APM403S (part 4)	Français	Virtual Remote	MC	3hrs	Technician	140,00 € \$166.00	Open
27/06 to 01/07/2022	ILT- Large KOHLER K175 SL1/SL2 Hands-on	English	Brest (ENG) In-person	JT	28hrs	Technician	TBD TBD	Open
JULY								
04 to 08/07/2022	ILT-APM 802 (Ref ME11) ENG	English	Brest (ENG) In-person	XP	28hrs	Technician	TBD TBD	Open
04 to 08/07/2022	Onsite Specific Training Russia	English	Russia	MC	4days	Technician	TBD TBD	Open
18 to 22/07/2022	ILT- APM403 (Ref ME20) FRA or ENG	Français or English	Brest (FRA) In-person	MC (+RB)	4days	Technician	TBD TBD	Open
SEPTEMBER								
05 to 09/09/2022	ILT-APM 802 (Ref ME11) FRA or ENG	Français or English	Brest (FRA) In-person	MC (+RB)	4days	Technician	TBD TBD	Open
26 to 30/09/2022	ILT- APM403 (Ref ME20) FRA or ENG	Français or English	Brest (FRA) In-person	RB (+MC)	4days	Technician	TBD TBD	Open



8 DIGITAL EXPERIENCE

INTRODUCING DIGITAL EXPERIENCE TEAM



**SARA
SANZ**

What is your role at Kohler?

Customer Digital Experience Manager at KOHLER® AMPS

Where are you located?

I am in Stuttgart, Germany, working remotely

When did you first join the company?

On December 1, 2021

Which territories and markets are you responsible for?

My responsibility is global, and this is something that I love it, because I am part of a diverse team of professionals.

What do you love about your job?

I am passionate about my job.

Those who know me call me “the locomotive”. I am always thinking about innovating and doing things more efficiently to delight our customers and to be able to solve their pain points.

With more than 20 years working on marketing in B2C and B2B companies, I started in the digital world about 14 years ago when people still didn't know what industry 4.0 or IoT was. After the pandemic, all companies have seen the importance of digitalization

and much more to be able to continue to contact and engage customers.

For me it's important to be at the forefront of innovation by offering digital tools that help our partners delight their customers through digital solutions like XR (3-D, virtual and augmented reality), digital trainings, digital service and remote support, a website focus on user experience, e-commerce tools, smart tagging app, and digital marketing campaigns among others.

The other aspect I enjoy about my job is teamwork, diversity, and cross-functional teams that provide a broader vision to move forward and bring out the best in people.

How do we win in the minds of our customers, beating out our competitors?

The simple answer is being better than our competition. We have a lot of opportunities developing customer-oriented digital tools that help them do business with us easily.

What else would you like to share about yourself?

I am originally from Spain, but I live in Stuttgart, Germany, with my husband and two kids ages of 17 and 6. I am a passionate about my family, sports, dance, music, and travels.



**DERICK
KURTZ**

What is your role at Kohler?

Digital Service Sr. Manager

Where are you located?

Indianapolis, Indiana

When did you first join the company?

February 7, 2022

Which territories and markets are you responsible for?

Industrial, Residential, Engines.

What do you love about your job?

Being able to delight our internal and external customers by creating a digital vision that improves their daily work.

How do we win in the minds of our customers, beating out our competitors?

In order to win, we must help our customers, both internal and external, get their jobs done better. Creating solutions that not only delight our customers but exceed their expectations and create gracious experiences will deliver the outcomes we desire. To do this we must understand what the customer is trying to accomplish, not just what they are doing.

A simple but good example of this is improving the customers maintenance experience. If we observe them looking at a service manual or procedure, we may ask, "what are you doing?" They may say they are trying to find their maintenance schedule and procedures. Assume we stop there and make the schedule and procedures easier to find and access. This would help the customers find the information but not make a radical change to their experience. However, if we ask what they are trying to get done, they will say they are trying to keep their equipment maintained. With that information, we develop an automated notification based on their specific equipment with one-click parts ordering for that specific event. It links directly to their local distributor, procedures, and check lists. While these two questions are similar, the outcome is radically different.

What else would you like to share about yourself?

I enjoy being outdoors, camping, spending time with my wife and three kids and watching my kids play sports (soccer, basketball, and dance).



**INA
FITZGERALD**

Which is your role at Kohler?

Marketing Analyst, Aftermarket Parts, Kohler Power Systems

Where are you located?

Sheboygan, Wisconsin

When did you first join the company?

November 2013

Which territories and markets are you responsible for?

My role is global marketing for Aftermarket Parts and Service.

What do you love about your job?

Being able to create new materials and content to help support the growth and brand recognition of Kohler Genuine Parts. I work collaboratively with a lot of Kohler teams (communications, channel, new product development) and seeing a vision of a new product come to life and into marketing is always exciting.

How do we win in the minds of our customers, beating out our competitors?

Now that we have established a strong Kohler Genuine Parts brand, it's essential to keep pushing forward and continue the momentum in the marketplace. The best way to win in the minds of our customers is to support their product through its entire lifetime.

Creating recognition in the market place and showing that we have all the parts and service support needed is essential in building trust and exceeding their expectations.

What else would you like to share about yourself?

I enjoy spending time with my husband and kids. We like to go hiking and playing board games together.



**RAYMOND
LESLIE**

Which is your role at Kohler?

Data Analytics & Pricing Manager - AMPS

Where are you located?

Atlanta, Georgia

When did you first join the company?

I joined Kohler Co on February 21, 2022

Which territories and markets are you responsible for?

I have a global responsibility - my work follows the sun.

What do you love about your job?

First, I love to snatch all the low hanging fruit, then I climb the ladder and grasp whatever's next. I love building strong relationships with my co-workers and working alongside them to create value for our customers and stakeholders.

How do we win in the minds of our customers, beating out our competitors?

By enabling our employees to do what they love! Each of us made a commitment to gracious living. This is engrained within our company's culture. When we hire talent

to address a well-defined need, not only do we ensure that the candidate has the required skills, but we also ensure the candidate is a good fit within Kohler Co's culture. Cultural fit is critical to long-term success.

With the right people in the right roles all focused on the singular mission of "Gracious Living", we are sure to create substantial value for our customers and enjoy long-lasting, fruitful partnerships with them.

"If you want to build a ship, don't drum up people to collect wood and don't assign them tasks and work, but rather teach them to long for the endless immensity of the sea." -Antoine de Saint-Exupéry.

What else would you like to share about yourself?

I am a Georgia native currently residing in Atlanta with my wife, Carine, our daughter, Payton, and son, Raymond Jr., as well as our two chocolate labrador retrievers, Hershey and Cocoa.

I love creating new unforgettable memories with my family/friends.

As a principled man, I believe in doing what is right, leading by example and building a strong personal brand.

I am both a nerd in love with data (second to my wife/kids) as well as a thrill seeker always looking for a blood rush.

Additionally, I'm an investor/entrepreneur, a ticker watcher, a huge anime fan, and an all-around outdoor handyman.



9 OUR CONTEST FOR THIS ISSUE

POWER PUZZLER



Jenni Erickson
Confidential Assistant

I'm Jenni Erickson, excited to introduce the very first installation of Power Puzzler!

In each issue of Kohler Power Konnect, I will present a contest you will not want to miss! I encourage every reader to play along; submit your answer for a chance to collect some rather powerful prizes. The winning response will be showcased in the next issue, along with any worthy contenders warranting a consolation prize.

Best of luck, I can't wait to see what you come up with!



'TEST OF TIME'

With more than 100 years of staying power, Kohler has proven time and again that its generators can be depended upon. Since the late 1920s, Admiral Byrd's South Pole expeditions prove this to be true—even in the harshest of conditions. But for how long can reliability hold up? Well, when you pair the iconic K-Series engine with proper maintenance, even the oldest of these gensets can start up on the first turn today. **So, is age truly a barrier or is it a limitation we place merely by means of habit?**

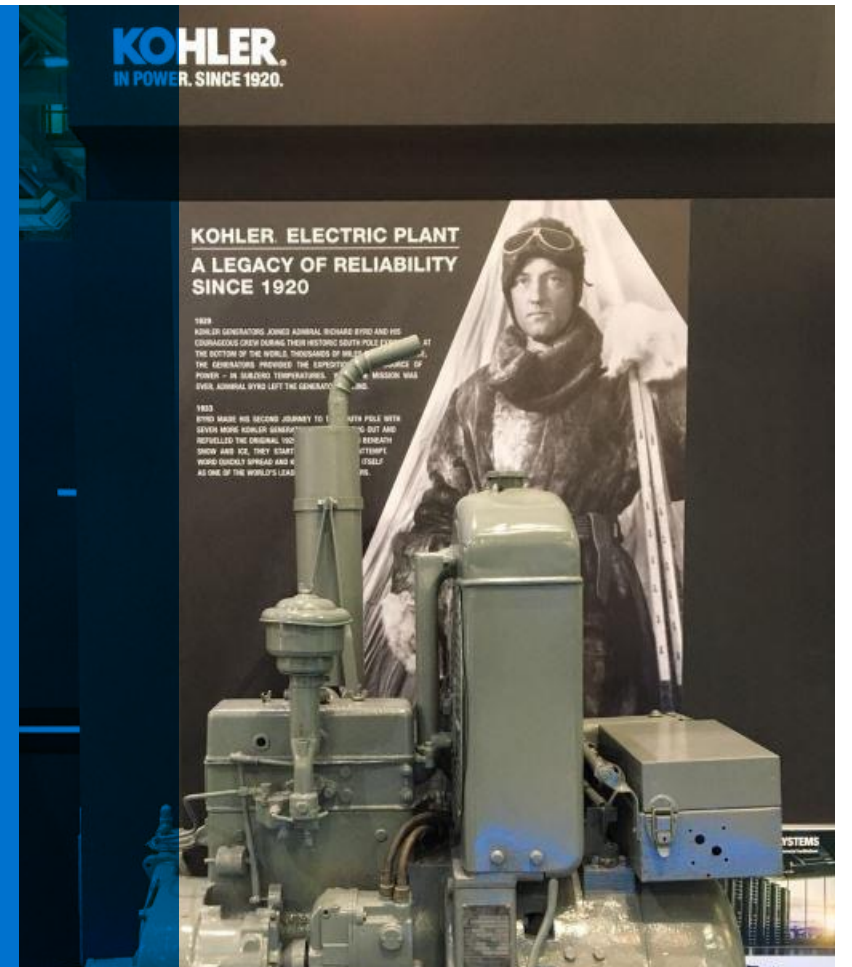
HERE'S YOUR CHALLENGE

WHAT IS THE OLDEST KOHLER® GENERATOR STILL ON DUTY?

SEND IN YOUR ANSWER FOR AN OPPORTUNITY TO WIN A FRAMED MANCHESTER UNITED JERSEY.

IF YOU DON'T KNOW, DON'T BE RELUCTANT - TELL US ABOUT THE OLDEST UNIT THAT YOU'VE RUN INTO, AND IT COULD JUST BE THE OLDEST. INCLUDE A PICTURE, SERIAL NUMBER, DATE, AND THE APPLICATION THE GENSET IS BEING USED IN YOUR SUBMISSION. RESPONSES CAN BE SENT TO INA FITZGERALD AT INA.FITZGERALD@KOHLER.COM

WINNERS WILL BE ANNOUNCED IN THE NEXT ISSUE OF THE MAGAZINE.



KOHLER®

