



SPOTLIGHT ON PROJECT CARGO: APR POWERS THROUGH JAXPORT

By *Lori Musser*

APR Energy is a global leader in fast-track flexible power generation. When a hurricane takes out a utility or a contractor needs to power a construction site, APR deploys a turnkey power plant that provides reliable, cost-effective electricity.

The task of setting up a power plant in a matter of days is a true market niche. The work requires the in-house capability to design, fabricate, assemble, construct and operate rapidly deployed equipment.

According to CEO Chuck Ferry, APR's predecessor got its start developing temporary power for rock bands playing underserved venues. Northeast Florida caught

the attention of co-founder and Chairman John Campion, and the rest is history. "We expect to be here a long time," said Ferry.

SOLID BUSINESS BASE

Founded in 2004, APR Energy has installed over 4,500 megawatts of power capacity across more than 30 countries. Northeast Florida has been an exceptional base for growth and some of that international growth is about to return home.

The company has logistical hubs in Dubai and in the Canary Islands. "We are collapsing equipment there and bringing it back to the U.S. We determined it is speedier to serve the globe from here,"

said Ferry. He particularly likes JAXPORT's broad choice of global ocean carriers and the area's ability to handle oversize pieces such as 80,000-pound turbines.

"The vast majority of equipment we deploy goes by sea," said Ferry. APR uses modularized pieces including trailer-mounted gas turbines from GE, diesel power modules from Caterpillar (which fit in a 40-foot container), and items APR manufactures itself, such as switchyard equipment, to assemble a power plant in as little as 15 days.

APR works with several partners in Northeast Florida's maritime and logistics communities. One is North Florida Warehouse FTZ, where APR

will soon expand to 75,000 square feet of storage.

FTZ ACCOMMODATES GROWTH

"A lot of our equipment is U.S.-made and sent abroad," Ferry said, adding, "When the application is complete, we roll it up, bring it back to Jacksonville, do maintenance, repackage and send it out again."

North Florida Warehouse FTZ operates the region's only outdoor yard within JAXPORT's Foreign Trade Zone (FTZ) No. 64. APR likes the company's ample storage space, among other advantages. As APR re-enters and redeploys its modular units, North Florida Warehouse FTZ's secured 40-foot wide gate and its expertise in unloading containers, trailers and out-of-gauge machinery delivered on multi-axle transporters, are invaluable.

MOVING THE WORLD'S HEAVIEST CARGO!

JAXPORT is your heavy lift and project cargo expert:

- Global Connections
- Reinforced On-dock Rail
- Highest and Widest Port Rail Clearances
- One of the Nation's Highest Capacity Weight Bearing Docks

"Using the FTZ allows us to save on import taxes," said Ferry.

Project cargo can be stored in the FTZ until it is redeployed or ready to clear customs. "We are skilled and ready to handle value and over-dimensional cargo such as APR's on a regular basis," said Chris Sloop, Chief Operating Officer and Administrator for North Florida Warehouse FTZ.

The FTZ can improve cash flow too, and optimize total transportation costs.

BRIGHT FUTURE

The outlook for APR is bright. Changes in the industry are spurring continued growth and the company's strong partnerships with Jacksonville's logistics community will continue to offer the right solutions. □



KE MARINE
WORLDWIDE DIESEL POWER

MARINE AND STATIONARY DIESEL
ENGINE MAINTENANCE SOLUTIONS



- Diesel engine overhaul, repair and maintenance services
- In-situ grinding, honing and machining
- Parts reconditioning and spares supply for diesel engines
- Sales and support for Chris-Marine and IOP Marine equipment

732 PARKER STREET
JACKSONVILLE, FLORIDA 32202
UNITED STATES OF AMERICA

TEL: +1 904 354 6566
FAX: +1 904 358 7862
EMAIL: INFO@KEMARINE.COM
URL: WWW.KEMARINE.COM



The Southeast's
Premiere Doosan Dealer
for Over 25 Years



SALES, SERVICE, & WAREHOUSE DESIGN

Contact Us Today at:
info@liftpower.com
(904) 783-0250
liftpower.com

6801 Suemac Place, Jacksonville, FL 32254



Jacksonville Savannah Ocala Valdosta