

Brush Westinghouse agreement signed

3/91



An agreement was signed on February 7th where Westinghouse Electric Corporation, U.S.A. will manufacture major components or complete DAX generators for any order which would previously have been supplied to Westinghouse complete for onward sale to the end user.

As a first step, Westinghouse Engineers visited Brush in February on a fortnight's familiarisation course. Roger Greenwood, the Project Manager, headed up the delegation which also included Frank Sloss and Larry Fontana stator specialists, Mark Schneider coil manufacturer and Tony Giofreddi with responsibility for rotors.

This delegation formed part of the Westinghouse team to implement the agreement. The Brush team comprised Jim Lintott (Production), Trevor Main (Engineering) and Mike Jones (Sales and Commercial).

B.E.M. News spoke to Mr. Greenwood asking the sort of questions we imagined the average reader might be thinking.

What's in it for Westinghouse?

At the present time Westinghouse has spare manufacturing capacity whilst Brush has almost capacity orders. The increase in manufacturing capacity will help both companies and also satisfy the customer through better delivery time.

What's in it for Brush?

These advantages should benefit Brush in the form of increased worldwide business.

Why do you wish to use Brush designs?

Westinghouse does not have an equivalent design. Westinghouse generally makes larger machines, maximum 1312MW, and even their smallest, 100MW, is hydrogen cooled which makes it expensive compared with Brush. Brush is a good low cost design with time proved reliability.

Do Westinghouse have similar agreement with other manufacturers?

No we don't but we do have agreements for our designs to be built under licence elsewhere.

Where is your main market, geographically?

80% of Westinghouse generators are sold in U.S.A.

Stewart and Stevenson are probably Brush's best customer, do you think the agreement will effect them?

No.

What else does Westinghouse do besides make large generators?

We undertake complete 'turnkey' projects, we will operate power stations and we will also undertake part ownership.

What are your impressions of Brush, how does it compare with Westinghouse?

Previously Westinghouse had two huge factories (up to 22,000 employees each) originating in the late 1800's in Pittsburgh and Philadelphia. Brush with its old buildings has a similar atmosphere. Today Westinghouse is divided into 6 separate units of around 1000 employees each. The units are probably a little

M.D.'s Comment



Mr. Bill Perrie

The New Year brought with it the unfortunate commencement of the Gulf War which has inevitably reflected upon our approach to selling the BEM products – to whom we sell – and to which countries. Many of the Gulf Territories have business to place but financial packages are currently more difficult to negotiate.

Despite the uncertain climate many of our people continue to travel all over the world, avoiding of course most of the Middle East countries, and their commitment is most certainly appreciated.

1990 closed with a very high level of output in all areas which proved particularly necessary because of the time lost due to the adverse weather conditions experienced in December. This activity level has continued into January and February despite the deterioration of the international and domestic economy.

We all recognise, I am sure, that many of our suppliers and indeed our customers are experiencing a very difficult time and we are making strenuous efforts to maintain our order input and hence full employment in a particularly difficult business climate.

Orders for turbo-alternators continue to be won, particularly from the USA, against severe competition. The motor business, already low in 1990, has yet to improve and as I have already said this will be a prime task in 1991.

A further series of major capital projects has been planned for 1991, details of which will be released in later editions of the News. This means yet another year of substantial building work, all aimed at improving our facilities. Once again Hawker Siddeley Group have demonstrated their confidence in our business by

further advanced in data logging and similar operations but at the same time we are pleased to see that Brush has not become caught up in the tide of modernising too fast and as a consequence pushed up prices and lost their niche in the market.

Have you enjoyed your time at Brush?

authorising the capital we have requested – it is up to us to show that their confidence is well founded and that we can finance this capital expenditure.

Let me refer briefly to the subject of Total Quality – a subject which will form an integral part of our business in the future as it does for our competitors' businesses. Our approach to this very important issue will become evident to you as the year progresses.

The Industrial Controls Division move is complete and, although some work still remains to be done, full production was quickly established at Monarch Way with the total co-operation and enthusiasm of everyone concerned.

Brush Traction Limited is now established and will shortly take over the refurbished ICD building. A further office building for Brush Traction will shortly be erected on the overspill car park which has given us the opportunity of providing a further three hundred car parking spaces.

On the subject of car parking, many of you have expressed extreme concern at the lack of discipline in the parking of cars and hence the question of safety of all employees. I too share this concern and this problem will be addressed vigorously in the coming months in the interests of everyone.

Much still remains to be done within the Company and on Site, but the achievements in 1990 in this respect have provided an encouraging start.

Yes, we have received full co-operation in all departments and we have also appreciated the social side of the visit. Luckily we have managed to avoid the inconveniences caused by bad weather and bomb scares.

When will Westinghouse start production?

Late 1991 or early 1992.

HBH