



Chris Matthews
Are Non-Genuine Parts The Cheapest Solution?



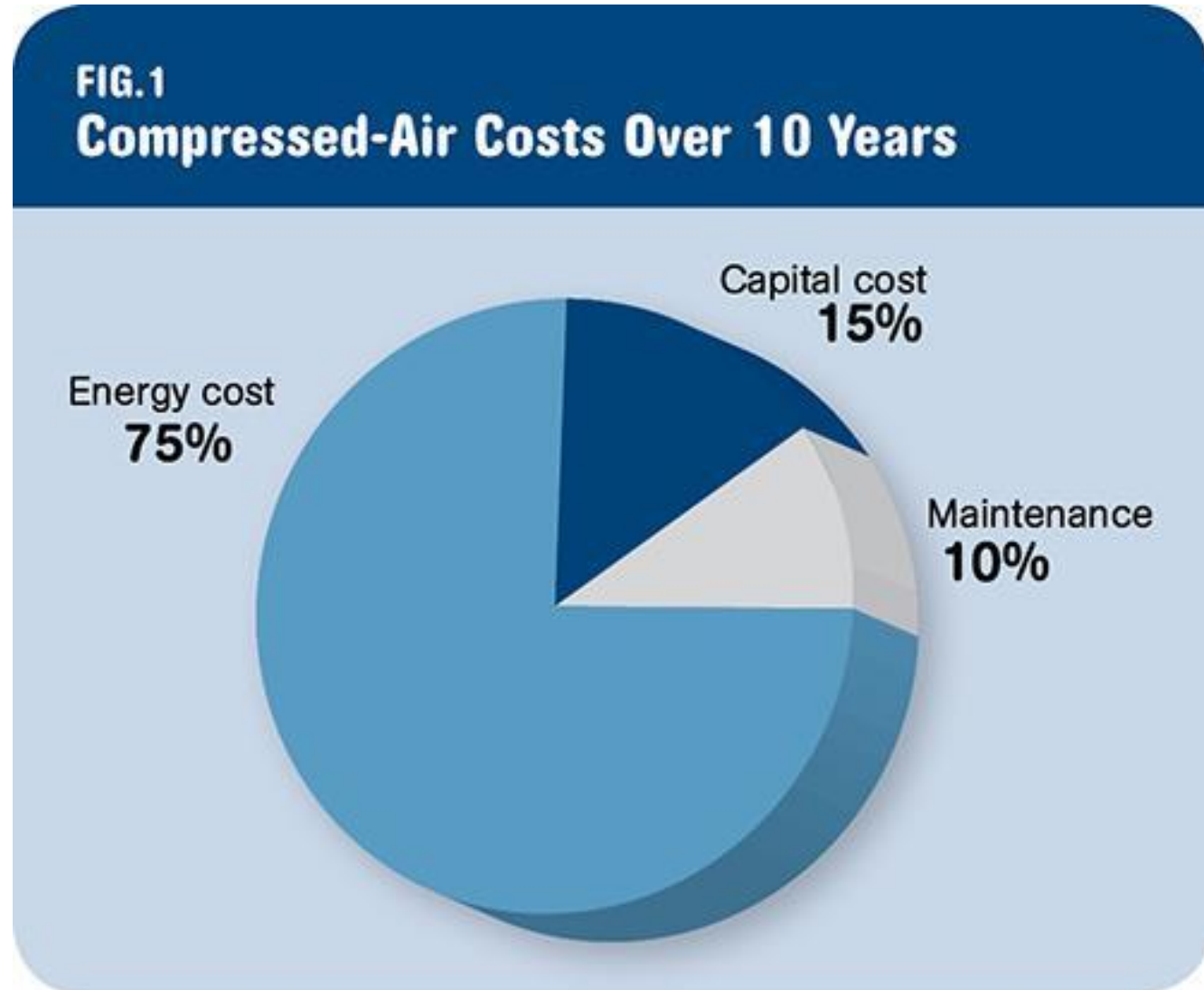
Who is supplying parts for these machines ?

- End users, self servicing buying Non Genuine Parts
- Non Authorised distributors using Non Genuine parts

Why do customers buy non genuine parts ?

- They believe them to be cheaper
- They believe them to be the same as the original parts
- They believe they are saving money
- *“I can buy the parts from your supplier cheaper”*

Cost of Ownership



Cost of Ownership



- Service and Maintenance accounts for less than 10% of total cost of ownership – Parts 6% and Labour 4%
- Energy accounts for at least 75% of total cost of ownership.
- Any loss in compressor efficiency has a massive impact in total cost of ownership.
- Delaying service or using non genuine parts and oils can significantly reduce compressor performance and efficiency.

ARE THEY THE SAME ??

Same Supplier - Are they the same specification ?

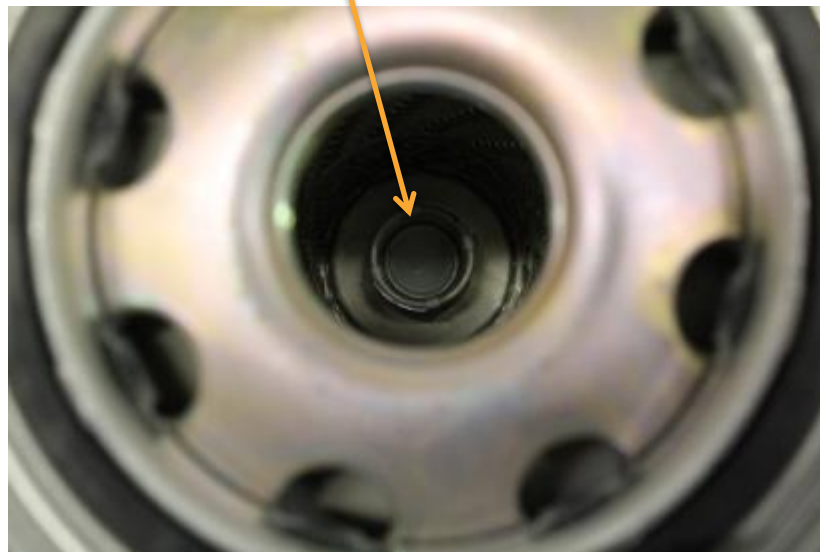


Take a Closer Look



Both Filters appear the same however the Non Genuine filter is missing the start valve, this could cause damage to the airend on cold starts !!

On the pictures below you can see on the compair Genuine part (right) the valve is fitted



Take a Closer Look



Relief Valve for Genuine (right) opened at 30 lbs of force and “Non Genuine” Opened at 34lbs

Lack Of Lubrication Failures



Incorrect Compressor Oil Failures



Genuine Parts – Authorised Distributor

- There are many websites offering Genuine Parts at low prices.
 - What is the potential issue ??
- The box on the left was purchased from a respected web based supplier offering Genuine Parts The box on the right is a genuine kit



- As you can see the box is on the **left is fake**,
- As where the kit contents.
- Genuine parts should only be bought via a Genuine authorised CompAir Distributor



Kit Contents

In the kits we purchased the contents quality and specification was below our standard : example -----

- 1 Smaller filter area and overall height*
- 2 Thinner metal housing different quality seam*
- 3 Scavenge hose location was off centre and incorrect shape*
- 4 Low quality earth straps*



Take a closer look



Genuine Element (left) has 109 cm more filter paper (18%) than the “Non Genuine” element

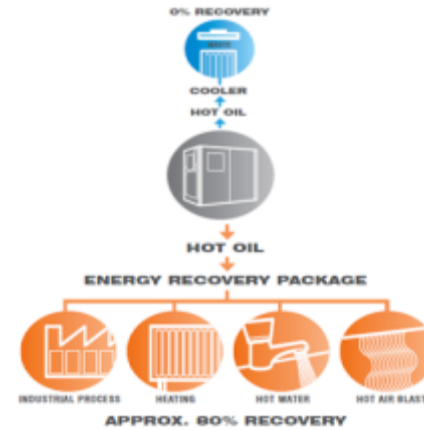
Quality spotlight



Visible effects of non
genuine parts
*What about the hidden
effects ??*

Buying criteria of a compressor

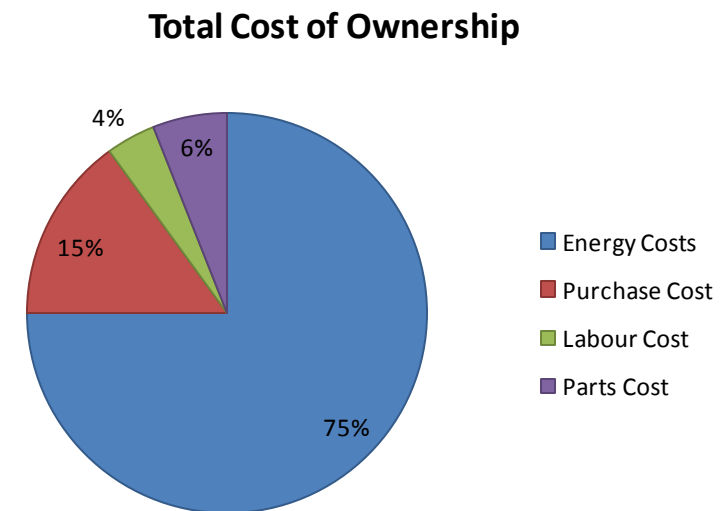
- Customer will spend a great deal of time selecting the most energy efficient compressors and system. And consider -----
- Data logging - *AirInsite*
- RS – Regulated Speed
- Multiple sized machines
- Heat recovery
- Intelligent Controls
- Sequencer's to optimise system efficiency



Buying criteria of Non Genuine Parts

- Customers believe them to be cheaper ??
- Customers believe they are saving money ??

- Parts only account for around 6% of the TCO
- The largest cost is the energy



The cost of parts and service is a key part of total cost of ownership



- Non genuine parts can be 30% less than original parts or even more – But are they the same ??
- Case Study
 - *If a customer bought non genuine parts for 75kW lubricated machine he will save around € 7,500 over 10 years*
 - *In a 75 kW compressor if the filters and separator are 10% less efficient. The customer will spend an additional **€ 61,750** on energy !!*
 - *He will also contaminate the system with an **additional 15 ltrs of oil***
 - *His equipment will become less reliable and he will **invalidate his warranty** !!*

GENUINE PARTS

The 'true' cost of non-genuine parts:

In 2015 we will launch some powerful sales tools to promote "*Genuine Parts Sales*".

- Highlighting the false economy of non-genuine parts

1- Non Genuine Parts Cost Simulator

2- New Video's



Summary



- Fitting non genuine parts may not be the cost saving the customer thought it was.
- It could damage the compressor, increase running cost and will always void the warranty



Genuine Parts

Increase reliability, reduce your carbon footprint and save money



THANK YOU FOR LISTENING