RXPower



Powering Your Technology



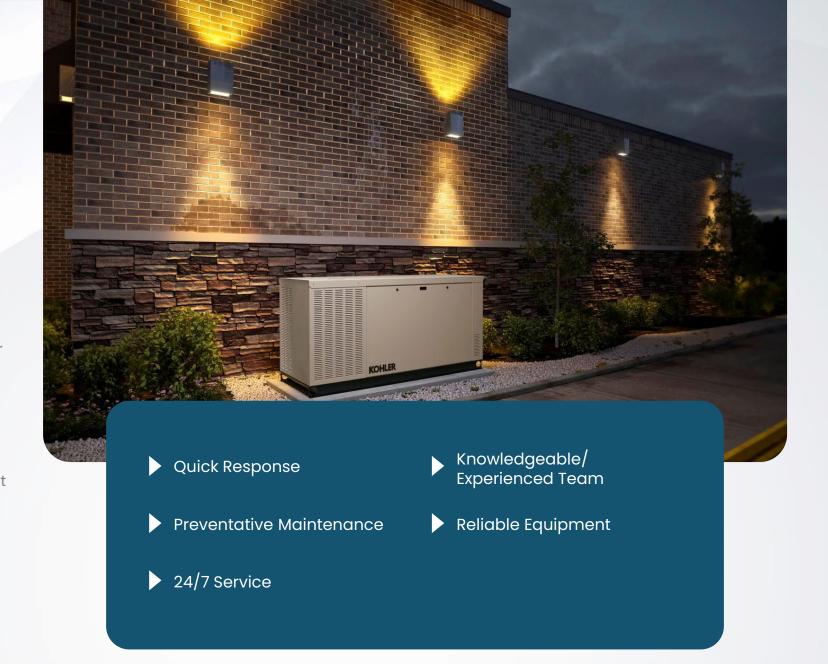
The go-to team for generator and light tower rentals in the Permian Basin.



RXPower

The Best in Generator Services

Welcome to RX Power, your premier destination for top-tier generator services in West Texas. From light towers to diesel generators and beyond, we specialize in delivering unparalleled expertise and customer service. Our proficiency in managing a variety of generators and light towers sets us apart as industry leaders.





Our Core Values



Teamwork

Collaboration is at the heart of our success. We view every project as a partnership between our team and our clients.



Safety

The safety of our team and everyone involved in our projects is our top priority.

Overview

Master Aire

Master Aire, established in 1962, is a Canadian-based manufacturer headquartered in Brockville, Ontario. The company began by producing service station equipment, boilers, and air compressors and has since expanded its product line to include generators, material handling equipment, and industrial process equipment. With a generational legacy of industrial equipment manufacturing, Master Aire has grown into a significant player in the industry, known for its commitment to quality and innovation.





High Precision Manufacturing

Master Aire's high-tech infrastructure enables the production of precision units and components, ensuring impeccable quality and customization options.



Comprehensive Testing

All generator sets undergo rigorous testing, including multiple load tests and safety function verifications.



Customer-Centric Approach

A multilingual team assists in planning, costing, and designing solutions tailored to client needs, backed by a robust warranty and support system.



M Master

Masteraire

Product Range



Master Aire offers an extensive and diverse portfolio of products to meet various power and air needs. Their range includes:



Generators



Air Compressors



Air Dryers and Filters



Strategic Goals & Propositions

01

What is our top 3 value proposition?

Reputation for knowledge of generators, customer service and being solution provider to our customers in the oilfield for the last 20 years.

02

What is our differentiation from other competitors? Benefits of working with us vs someone else?

24/7 service, reliability of equipment and general knowledge of generators, both natural gas and diesel Being a solution provider for any scenario that arises.



What are our top 3-5 highlights we want to focus on for our history / expertise / credibility?

We were the first in the Permian oilfield to design the auto parallel system for ESP's. 20 years' experience with some of the largest companies in the oilfield. One of the first vendors to provide natural gas generators in the oilfield. One of the first to provide rental rates by the kilowatt hours used per location.



To be the only Masteraire distributor the oilfield operations in Texas and the 4 surrounding states.

To make Masteraire our #1 generator provider in diesel and

natural gas generators.

04

What images, stats, highlights you want to include / emphasize?

RXPOWER can become Masteraire's largest distributor in the US In the past, under a previous name, Donald, Jace and George grew from \$24 million to \$59 million in rentals in 2.5 years RXPOWER has more contacts in the oilfield than any other rental company





Strategic Initiatives for RXPower





* To best serve Master Aire as a USA distribution partner, RXPower can focus on several strategic initiatives that align with Master Aire's values, product offerings, and market needs.

Implementation Plan



1. Initial Setup

- Conduct market research to identify key regions and industries in the USA that have high demand for industrial equipment.
- Set up necessary infrastructure, including warehouses and service centres.



2. Team Training

 Organize comprehensive training programs for your sales, technical, and customer support teams.



3. Marketing Launch

 Roll out targeted marketing campaigns and enhance your digital presence.



4. Operational Excellence

- Implement efficient logistics and inventory management systems.
- Establish robust customer support and warranty service processes.



5. Growth And Expansion

- Expand your distributor network and form strategic partnerships.
- Continuously gather and act on customer feedback to improve service quality.

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Thank You.



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