

# RXPpower



Powering Your Technology



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

[www.rxppower.net](http://www.rxppower.net)

[www.masteraire.com](http://www.masteraire.com)

**M Master**

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.



- ▶ Quick Response
- ▶ Preventative Maintenance
- ▶ 24/7 Service
- ▶ Knowledgeable/  
Experienced Team
- ▶ Reliable Equipment



RXPower

# Our Core Values

## Integrity

Integrity is the cornerstone of our work, guiding us to uphold the highest standards of honesty, ethics, and professionalism in all that we do.

## Teamwork

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

## Customer Satisfaction

Your satisfaction is paramount to us. From the moment you engage with us until the completion of the job, we prioritize your experience and strive to exceed your expectations.

## 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.

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 .

03

## 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.

04

## If they choose us, what is our plan?

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.

05

## 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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