



## **Banner Power Co Inc Enters Florida Market**

Rockville, MD, July 23, 2007 --(PR.com)-- Banner Power Company ("BPC"), headquartered in Rockville, Maryland has signed an agency agreement with Generator Concepts ("GC") based in Boca Raton, Florida.

The Banner Backup Electric System is a professionally installed inverter that provides instant backup electricity from a battery bank to a home or office subpanel during a power failure. The system uses special high-quality electric storage batteries configured to the amount of backup time the client needs. When utility power is restored, the backup system automatically recharges the batteries. The backup system is typically mounted on a wall near the main circuit breaker, but it can be installed in any convenient location - even outdoors. During a power disruption, the system will normally transfer to battery power in less than 16 milliseconds (less than 1/50th of a second). Even the worst case transfer time of 34 milliseconds is so fast that computers and other especially sensitive appliances will continue operating without a glitch.

BPC was founded by Fred Banner almost nine years ago and is undergoing a national expansion program.

Generator Concepts, headed up by CEO Lawrence Reznik is one of the largest suppliers and installers of standby power systems in South East Florida.

Soon after signing the agreement, Lawrence Reznik said, "I am extremely excited with the addition of the Banner name and product line into Florida. The product will meet the needs of many customers that either cannot have a traditional generator installed for space or code issues or that specifically requires continuous, clean power during an outage from a system that uses no fuel at all, requires almost no maintenance and is at technologically advanced."

Mr Reznik was appointed Vice President (Southern Region) for Banner Power Company and has up to now been involved in assisting with the structuring and planning of Banner's entry into the Florida market.

He added that, "Banner has an outstanding track record supplying and installing systems for residences, banks, law offices and doctors in the North East and we look forward to continuing in the same vein here in Florida."

Keith Allen, the Supervisor of Weather Operations for Verizon, stated: "I have over 30 years of weather experience in the DC Metro area. Potential loss of power during inclement weather was a major concern for me. I was looking for a fully automatic backup power system and I found everything I was looking for in the Banner Power Company. The entire process from purchase to installation went smoothly and efficiently. Everyone connected with Banner Power was professional, helpful and responsive. When the power goes out the Banner backup system goes on within 34 milliseconds. I will never be without heat, water, lights, telephone and all electronics."



BPC also has a branch in Weston, Connecticut headed up by Tom Spignesi who is also the Senior Vice President of the Company and at the helm of Operations and Systems Management.

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