

Urban Outfitters  
Distribution Center

**Location:** Reno, Nevada, USA

**Challenge:** Provide emergency standby power during outages

**Solution:** MD1250-01  
MD2000-01



Urban Outfitters, Inc. is an innovative specialty retail company that offers a variety of lifestyle merchandise to highly defined customer niches through Urban Outfitters stores in the United States, Canada, and Europe.



Urban Outfitters (URBN) knows how costly downtime can be. When URBN constructed a brand new West Coast distribution and office center in an area known for occasional outages, they realized that a reliable back-up system was essential to their operation.

“We operate 24 hours a day, seven days a week, 365 days a year and we cannot afford any downtime. It was vital we sourced not only a large back-up power system, but one that would be reliable long after the sale,” said John Appret, Director of Fulfillment for URBN.

“Aesthetically and from a performance perspective, these units are first-class.”

Blue Star Power Systems, Inc. and its distributor, Nevada Generator Systems, were strongly recommended by Jensen Electric, who coordinated the electrical work for the new facility. “Nevada Generator Systems was an important component to this project because they are a trusted supply source for several of our projects, and Blue Star Power Systems, Inc. has an impeccable reputation for providing high-end, high-quality products,” according to James Jensen of Jensen Electric.

“Nevada Generator Systems was involved from the design process through the installation of the units and their expertise was invaluable.”

Each unit serves its own emergency service through 2000 and 3000 Amp ASCO automatic transfer switches. The two units were sized to power the entire facility. The first serves as the primary backup for the office and administration center. The MD1250-01 is powered by a Mitsubishi S12R Y2PTA-1 rated at 1881Hp which drives a Marathon 742RSL4048 alternator. The second unit, a MD2000-01, is the primary backup for the warehouse. This unit is powered by a Mitsubishi S16R Y2PTAW2-1 rated at 2923 Hp which drives a Marathon 744RSL4054 alternator. Both units are digitally controlled and are self-contained in weather protective enclosures (Level 1). Sitting underneath both units are UL 142 subbase fuel tanks allowing for 24 hours of runtime per unit.

Appret expressed his satisfaction with Blue Star Power Systems, Inc., “We could not be happier with these units. Our expectations were far exceeded. Aesthetically and from a performance perspective, these units are first-class.” Customer service and support also played a significant role in implementing a design to avoid costly downtime for Urban’s new facility. Appret concludes, “Working with professional organizations like Nevada Generator Systems and Blue Star Power Systems, Inc. makes all the difference.”