

The Baldor Current

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NEPTUNE BOAT LIFTS CHOOSES BALDOR MOTORS FOR NEW PROJECT IN SOUTH FLORIDA

Located in the heart of South Florida, Neptune Boat Lifts specializes in manufacturing industrial duty marine boat and yacht lifts. Since opening less than two years ago, Neptune has become the leader in high-end marine yacht lifts to 180,000 pounds and elevator lifts to 54,000 pounds, primarily through superior customer service and utilization of the finest-quality components in their lifts. When Neptune had the opportunity to build the lifts for the new Bluepoints Marina in Port Canaveral, Florida, it chose to work with the Baldor District Office in Tampa.

Tampa District Manager John Kessler helped Neptune select Baldor-Reliance 2 HP Paint-Free motors for the project. The stainless steel-and-aluminum exterior, and the washdown gasketing with tropicalized interior, makes them ideal for the hostile marine environment. Each 50,000-pound yacht lift uses four 2 HP Baldor-Reliance motors. The balance of the drive system includes a C-Face NEMA 4 brake and a double reduction gearbox. Reliability and ruggedness were

other important considerations. The general contractor, WJ Construction, was most impressed with the Baldor motor option Neptune presented as an upgrade to the specified motors and quickly agreed to the premium Baldor motors instead of the competitor's product specified in the base bid. The Neptune/Baldor team won the contract.

There are 26 custom wet slips, each with a yacht lift capable of lifting up to 50,000 pounds for boats up to 47 feet LOA with maximum beam of 14½ feet. Each wet slip will have metered electric power and potable water. Yacht lifts offer secure and speedy storage of larger yachts, and each lift is rated to withstand 95 mph winds with the vessel and 150 mph with the vessel off. This is the largest wet slip yacht lift marina in Florida. The fuel savings (15 - 20 percent), reduced maintenance (bottom painting, corrosion, electrolysis) and improved safety should provide strong appeal to the serious yachtsman and could become a standard in the storage industry. The high-profile project sits directly across from the cruise



The Baldor District Office in Tampa supplied 105 Baldor-Reliance 2 HP Paint-Free motors for the installation at the new Bluepoints Marina in Port Canaveral, Florida.

ship terminals.

The installation of the 104 motors is complete and ready for occupancy. Kessler says the project is the largest ever built and has been a success. "The owner of Neptune Lifts, Randy Whitesides, wrote to tell me they love the Baldor motors," said Kessler. "He also told me that the owner of the marina is very happy with them as well."

The stainless steel Baldor motors were included in all of their designs and are marketed by Neptune Boat Lifts as the "Hurricane Motor" upgrade. They are the only motors in the industry that do not require removal during hurricane warnings or watches in order to maintain the owner warranty. For waterfront owners in the tropics, this is a huge benefit and a popular upgrade option. Offshore (China), domestic and Baldor Hurricane Motors are offered with each lift. David Humphreys, Neptune Lift president, stated, "When a

customer comes in and sees the differences in the various motors, they see the value of the Baldor Hurricane Motor. Additionally, when the customer understands that in order to maintain a competitor's lift warranty they must remove each motor from the lift and secure it in a dry environment before each hurricane, the Baldor Hurricane Motor upgrade is an easy sell."

In this difficult economic environment, Baldor motor purchases by Neptune were up over 100 percent in 2008 and are expected to significantly increase again in 2009. Neptune stocks the Baldor Hurricane Motor in 1, 1½ and 2 HP versions. "We have a great relationship with the Baldor team and they always come through," said Whitesides. "We have Baldor-Reliance motors on display, and we welcome visitors and manufacturers for tours of our custom manufacturing facility."

