

GAS COMPRESSION

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A NEW PATH TO MARKET

GENIS HOLDINGS UNVEILS DEALERSHIP NETWORK

BY BRENT HAIGHT

Genis Holdings LLC (Genis) has made it a goal to disrupt the status quo. Headquartered in Katy, Texas, USA, its current product portfolio includes the G225 LE “Mako” — a gas compressor package that introduces the industry to a new compressor and cylinder design, a new engine, a patent-pending cooling system, a web-connected control system, and process gas piping (see “Enter The Mako”, April 2019 *Gas Compression Magazine*, p. 52); and the Aeris 4x24 — a natural gas cooler that uses a patent-pending cooling design that allows up to four individual cells to be operated independently in either automatic or manual mode. These cells can cool gas in any combination of parallel, series, or separate process flows.



The G225 LE “Mako” is set to ship to its final destination on the back of the Genis roll-off truck. The Mako is a 225-hp (167-kW), 3-stage, wellhead compressor package that utilizes the same patent-pending cooling technology found on the Aeris cooler.

“Our intent is to give the industry an eye-opening alternative that meets or beats the competition on all fronts including performance, cost, and usability,” said Matt Pierce, managing partner at Genis Holdings. “Genis is a vehicle for the introduction of technology and innovative products into the realm of oil and gas equipment. The beginning steps involve applying technologies and practices that have been proven in other industries and change the way this industry views gas compression and its integrated systems.”

One of the industry practices being targeted by Genis is the path that equipment takes from the manufacturer to the owner/operator. The company has unveiled a dealership network, bringing a new approach to product sales and support.

“We have presented an alternative to the traditional packager model,” said Hayden Manias, marketing and sales support manager at Genis. “We manufacture a standard product. We deliver a base model of the product that can be upgraded or accessorized through different dealers to fit the various applications this industry is used to. By offering a standard, proven solution, we can reduce costs considerably, especially when compared to a similar sized (completely custom) unit that is pursued through a traditional packager. Our dealership network focuses on selling and maintaining the product. Customers can acquire our machines from one Genis dealer and may also utilize another for continued maintenance and support.”

THERE ARE FOUR TYPES OF DEALERS IN THE GENIS NETWORK

- Fleet Dealer: active in straight rental of Genis products to end users
- Retail Dealer: active in direct sales of Genis products to end users and non-dealer fleets
- Parts & Service Dealer: engages in product service (repair, maintenance, warranty service) and parts sales directly to end users and non-dealer fleets
- Combo Dealer: active in any combination of two or more of the dealer types for all or some of Genis products

“The dealership network allows each dealer to do what they do best,” said Manias. “No single dealer needs to worry about additional services or personnel in order to support our product line. Each dealer can focus on its strengths – selling, parts and service, equipment operation, etc. This arrangement allows a dealer to expand its

portfolio and establish new relationships with customers and, in turn, offer its reputable services to said customers. The process we’d like to see become the standard is that customers go directly to the dealers. The reason for this approach is that we want the dealer to be in the driver seat, while also keeping the manufacturer from impeding on dealer customer relations. Our expectation for our dealers is that they promote, support, and provide feedback on our products so we can continue to make advancements on the next generation of equipment. Genis already has new equipment/technology in the research and development phase that will greatly benefit our dealers. Going forward, our dealers are first in line when we bring these new products and technologies to market, allowing them to continually expand

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their offerings with the latest advances in oil field technology. This generates excitement about not only new technologies, but also the chance to be a part of the evolution of the industry that is currently underway.

“Moving away from the traditional packager model allows us to stay true to being a manufacturer,” added Manias. “We create standard products that we sell directly to the dealer. Our model

gives us control over costs to create a price point that can't be matched by today's market standards. Dealerships can then provide any additions or aftermarket services to our products at their customer's request. We will provide as much support to a dealer as necessary, but ultimately, the dealership is the one making the sale and maintaining the relationship with the end user. Genis will only operate through its dealer network.” 

THE GENIS DEALER NETWORK TODAY

K&R OPERATING

Website: <https://krollc.com>

Dealer Type: Combo – Parts & Service; Retail; Fleet

Headquartered in Corpus Christi, Texas, K&R Operating (K&R) provides compressor parts and services throughout the United States.

“K&R has been a well-known face in the industry for more than 20 years, specializing in providing the highest possible level of service to their customers,” said Manias. “K&R has become a beneficial and reliable dealer and brings an extremely broad range of services to the table. They specialize in providing parts and service, and thrive in providing contract compression, make-readies, and many other services.”

“Genis is a breath of fresh air for an industry that hasn't seen real change in decades,” said Travis Urbanovsky, president of K&R. “Our decision to become a dealer was based on the evidence that Genis was bringing real solutions to an industry that has been starved of technological advances. K&R prides itself on supplying quality service and products to its customers, which is why we stand behind and support Genis' products.”

PRO-GAS SERVICES LLC

Website: <https://www.progasllc.com>

Dealer Type: Combo – Fleet; Retail

Headquartered in Dallas, Texas, Pro-Gas Services (Pro-Gas) provides high-efficiency fuel gas conditioners/Joule-Thompson skids, portable natural gas liquid storage, natural gas coolers, separators, filter separators, and dehydrators.

“Pro-Gas has been a supporter of the Genis product line since its inception,” said Manias. “The Pro-Gas mission is to provide clients with solutions tailored to their applications. Their product line is very strong and diverse. With the addition of the Genis product line, entirely new oppor-

tunities have presented themselves for both parties.”

“As a provider of fuel gas conditioning and gas cooling units, we have always taken pride in offering the best services and products in the industry. Being a dealer for the Genis products only adds to our ‘Let the Pro's Handle it' direction,” said Wes Ryburn, vice president of business development at Pro-Gas. “We have found the Mako compressor and the Aeris cooler to be the new direction of innovation for these types of products. The Genis management team has taken years of experience and poured it into its products, putting innovation, economics, and common sense into its designs.”

WAUKESHA-PEARCE INDUSTRIES

Website: www.wpi.com

Dealer Type: Parts & Service

Since 1924, Waukesha-Pearce Industries (WPI) has partnered with manufacturers to provide equipment and service solutions across a multitude of applications. Today, the company has locations throughout the United States and Canada, addressing and resolving runtime challenges. “The experience and leadership of Genis made it an easy decision to join the Genis dealer network,” said Louis Pearce IV, director at WPI.

“WPI has been an integral part of the oil and gas industry for 95 years,” said Manias. “Their 24/7 availability for aftermarket parts and services is crucial to ensuring our products are maintained in the most efficient and thorough way. They cover a great deal of territory as well, ensuring our products will be supported throughout the US.”

BAJA

Phone: (713) 836-8011

Dealer Type: Combo – Parts & Service; Retail; Fleet

John Alverson, owner/operator at

BAJA, started his oil and gas career in 2004 in the parts distribution arena.

Alverson has dedicated his time and energy into starting what is now known as the BAJA network. The BAJA network is comprised of three different companies providing field service, starters, and manufacturing throughout the United States.

“BAJA is the latest addition to our dealership network,” said Manias. “They have been a supporter of Genis and its products since the very beginning, having helped service and maintain the beta unit while it underwent testing.”

“We are proud to be part of the Genis dealer network,” said Alverson. “We look forward to being part of the innovation that is going to change the industry for many years to come.”

NATURAL GAS SERVICES GROUP

Website: www.ngsgi.com

Dealer Type: Combo – Fleet; Retail

Headquartered in Midland, Texas, Natural Gas Services Group (NGSG) provides rental, sales, fabrication, and servicing of rotary screw and reciprocating compressors from 50 to 1500 hp (37 to 1119 kW). Sales offices, service centers, and fabrication facilities are located in all major oil and gas producing areas.

“NGSG has partnered with Genis Holdings since the beginning. Their innovative products and services have been crucial in the advancement of our G225 LE compressor package,” said Manias.

“NGSG has had a long relationship with the principals of Genis and we were fortunate enough to be able to support and participate in the company as a founding dealer,” said Steve Taylor, CEO of NGSG. “The products that Genis is developing are ground-breaking and we look forward to contributing to the technology and the introduction of it to the market. Our customers and the industry will benefit.” 