



STARLINE TRACK BUSWAY

Case Study: Winar Connection selects Starline Track Busway as electrical distribution system for its new facility

Starline helps Winar eliminate excess time & costs associated with ongoing electrical modifications

Founded in 1982, Winar Connection is a custom wire manufacturer and electrical connection distributor. Having originally moved to its current location of Richfield, Ohio in 1992, Winar soon after built an additional 24,000 square feet of both warehouse and office space onto the facility. When the company began its transition into the manufacturing world in 2006, it discovered its current building was not conducive to production. This ultimately resulted in Winar constructing a brand new, 80,000 sq. ft. building in 2014—including both production and office spaces— that the company built around its processes.

Problem

At Winar's previous facility, traditional pipe and wire was used for its electrical distribution needs. This meant that the company was forced to rearrange production around the electrical infrastructure, as opposed to arranging it for optimal efficiency.

As the company began to evolve and take on a heavier manufacturing role it was faced with multiple electrical

constraints. The addition of state-of-the-art equipment posed many challenges; including having to decide where to place the equipment, and then waiting for an electrician to come hard wire it in place.

“I remember the first time we bought a new crimping machine and I had to hire an electrician to come in. We wired it in and it was only there for about 3 months before we moved it to the other end of the building,” said Jeffrey Rees, COO of Winar Connection. “It was frustrating. Once you hard pipe something there it's almost like a castle. It's immovable—it's stuck there.”

Having to call in an electrician for any electrical change was a significant drain on both money and time for Winar. The simple task of relocating a work station was a six to eight week process with the company's current rigid conduit system. This electrical distribution method also required the company to know exactly where they would like a new piece of equipment to be located at the time

of purchase. Often times, only a short while later Winar would have to move this new piece of equipment, requiring an electrician to again come to the facility- resulting in extra costs and wasteful downtime.

To successfully change as a company, the ability to seamlessly add new equipment and rearrange production flow is necessary. In Winar's case, dealing with continuous electrical issues was suffocating the company's growth potential.

Solution

After making the decision to build a new building in 2014, Winar knew they had to find a solution to avoid the electrical flexibility constraints it had experienced in its old building. Winar chose the 100 amp Starline Track Busway product because they needed a system that could grow along with the company. The flexible, overhead busway system has a continuous, open slot to access

Project Specifics:

Size of Facility:

80,000 square feet

Starline Products Implemented:

Busway: 60 feet of 400 amp, 600V, 4 poles with isolated ground; 280 feet of 100 amp, 600V, 4 poles

Plug-in units: 4 fused disconnect units; 23 circuit breaker units

Metering: Starline Critical Power Monitor M43 w/ display on 400 amp end feed

This case study is also available as a video:

[Winar Connection Case Study Video](#)

power, meaning it was extremely easy for Winar to move pieces of equipment from one side of the building to the other without having to worry about a connection to electricity.

“On a Saturday we were able to take down a work station, move it, and be back up and running on Monday. If we had a rigid conduit system, that would have been a six to eight week process.”

Jeffrey Rees, COO
Winar Connection

“We were able to move the Starline bus product ourselves and set up the power ourselves in the exact locations that we needed it without having other people in our facility, or product lines being shut down,” said Shawn Conway, Senior Account Manager at Winar Connection. “So it was a very easy, very versatile, very portable product to use.”

Using Starline, the same workstation rearrangement that used to take six to eight weeks is reduced to a day. In the past the best way to move hard wired equipment from point A to point B was to use extension cords. The issue with draping multiple extension cords across a production floor is that it becomes a significant safety hazard. With Starline, Winar can simply unplug a plug-in unit, safely move it to the location where power is needed and have equipment ready to go within 15 minutes.

Result

By choosing Starline Track Busway for its power distribution, Winar Connection ensured its access to power would never be a hindrance on the company's future evolution. “Our business changes so fast, that we have to have the flexibility for the future,” said Jeff. “I knew it was an investment in our future, and that was the biggest thing.”

Not only is Winar now poised and ready for future changes, but it can rest assured that costly electrical reconfiguration work will no longer be necessary. Jeff continued, “I know every day there's savings with Starline, with the fact that we don't have to hire outside electricians to come in and redesign our floor. I very much would recommend Starline Track Busway to other companies for its cost savings, its flexibility and its ease of use.”

About Universal Electric Corporation

Universal Electric Corporation (UEC), the manufacturer of Starline, is a global leader in power distribution equipment. For more than 25 years, Starline has provided industrial, data center, retail, health care, laboratory and higher education facilities with the most flexible, reliable and customizable power distribution systems on the market today.

