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Mark T. Ruhl  
Founder & CEO

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# M.T. RUHL

## Your Generator Experts

PHOTOS BY STEVE LADNER PHOTOGRAPHY



**Lisa and Mark Ruhl**

Interruptions in electrical power can be devastating for business owners. For small to midsize businesses, average downtime costs range from \$137 to \$427 per minute. For a company with 20 employees doing \$5 million in annual revenue, downtime can cost as much as \$3,362 per hour, or \$27,000 per day. Nearly half of all data disruptions cause lost productivity, over 30 percent of outages result in direct revenue loss, and about 40 percent lead to brand reputation damage.

The combination of aging infrastructure and exponentially growing demand creates perfect storm conditions that make backup power a necessity, not a luxury. Unprecedented demand for electricity — fueled by business and residential growth and the recent data center boom — along with an aging electric grid vulnerable to climate-driven weather events, puts businesses and homeowners in a precarious position.

While all business types can be negatively affected by power outages, healthcare-related small businesses — such as physician practices, dentists, allied health professionals, and veterinary services — are especially vulnerable.

### ***A Trusted Solution***

The encouraging news is that M.T. Ruhl Generators has a solution. Recognizing the diverse needs of different industries, M.T. Ruhl serves the region exclusively with Generac commercial generators, renowned for their customization abilities and innovative features. M.T. Ruhl has achieved Generac Power Pro Elite+ dealer status, offering full-service generator solutions including installation, maintenance, service, and repair, with flexible financing available through Synchrony.

"We want to take care of you with your backup power needs," says company founder Mark T. Ruhl. "It's not just about the product — it's about trust, reliability, and long-term support. We're tried and true, striving for customer satisfaction with confidence in quality work and a long-term partnership approach. We'll be there when you need us."





Ruhl founded the family-owned local company in 1997 as a residential and commercial electrical services provider. Raised on a farm in South Lebanon, Pennsylvania, where a man's reputation is built on a handshake and his word, Ruhl created his company with a value system based on honesty, integrity, fairness, and excellence.

"That's the way I was brought up—the 'must be done and will be done' work ethic of the farm," Ruhl explains. He conducts weekly meetings and training sessions with his staff, encouraging his technicians to constantly strive to provide exceptional service. M.T. Ruhl has experienced consistent year-over-year growth as more businesses and homeowners recognize that power reliability is no longer optional — it's essential.

With thousands of clients served over 27 years, M.T. Ruhl has steadily increased his staff to meet demand. "When clients call us, they speak to a person, not a machine," Ruhl says. "We provide old-fashioned, get-it-done, talk-to-somebody service."

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**Lisa Ruhl, Mark Ruhl and Nathan Ruhl**



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and long-term partnerships."

**Mark T. Ruhl**  
*Founder & CEO*

**GENERAC**

- Remote Monitoring
- Quiet Operation
- Clean Power
- Efficiency
- Durability

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providing tailored  
solutions that cater  
specifically to the  
unique demands  
of each business.*

email: [mark@mtruhl.com](mailto:mark@mtruhl.com)





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## Why Choose Generac Commercial Generators with M.T. Ruhl?

Generac generators stand out for their reliability, versatility, and advanced technology. Key features include:

- **Remote Monitoring:** Cellular capabilities allow users to monitor and manage generators remotely.
- **Quiet Operation:** Quiet-Test™ feature ensures quieter operation than other models.
- **Clean Power:** True Power™ Technology delivers best-in-class power quality with less than five percent total harmonic distortion.
- **Efficiency:** Engineered for efficient fuel consumption, reducing carbon footprint.
- **Durability:** G-Force engine line is purpose-built for generator use, offering superior reliability and requiring less routine maintenance.

As a trusted standby generator installer in Southeastern Pennsylvania, M.T. Ruhl isn't just a generator dealer — it's a legacy built on turnkey solutions and a passion for empowering homes and businesses. With nearly 30 years of dedicated service, M.T. Ruhl specializes in providing tailored solutions that cater specifically to the unique demands of each business.



## Protecting Your Business

The electric grid faces unprecedented challenges. Data centers are consuming electricity at rates that would have seemed impossible a decade ago, while the infrastructure serving the region dates back over 50 years. Even a brief outage can cost businesses thousands of dollars per minute. A Generac standby generator provides immediate protection against the perfect storm of aging infrastructure, skyrocketing demand, and increasingly severe weather events. Call today for your evaluation and estimate. Be prepared call today.

M.T. Ruhl is headquartered at 640 Hollow Road, Suite B, Phoenixville, PA 19460. For additional information, call 610.539.2920, email [mark@mtruhl.com](mailto:mark@mtruhl.com), or visit [www.mtruhl.com](http://www.mtruhl.com).



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