

magnetic

LONDON | ISTANBUL



KARPOWERSHIP

Karpowership
Case Study



Karpowership are a member of Karadeniz Holding. They are the owner, builder and operator of the world's largest fleet of floating power plants. Karpowerships provide a turn-key energy solution for shortage-stricken countries.

Karpowership needed a creative agency to help them update and refresh their brand. Magnetic were appointed to create a range of design work, including new websites, refreshed marketing literature, exhibition stands and social media management.

Design Challenge

The main design challenge was to build awareness of the Karpowership brand and educate people on their key activities. Magnetic were tasked with developing marketing material that would inform audiences of Karpowership's position as an industry leader, whilst promoting the humanitarian nature of the work they do.

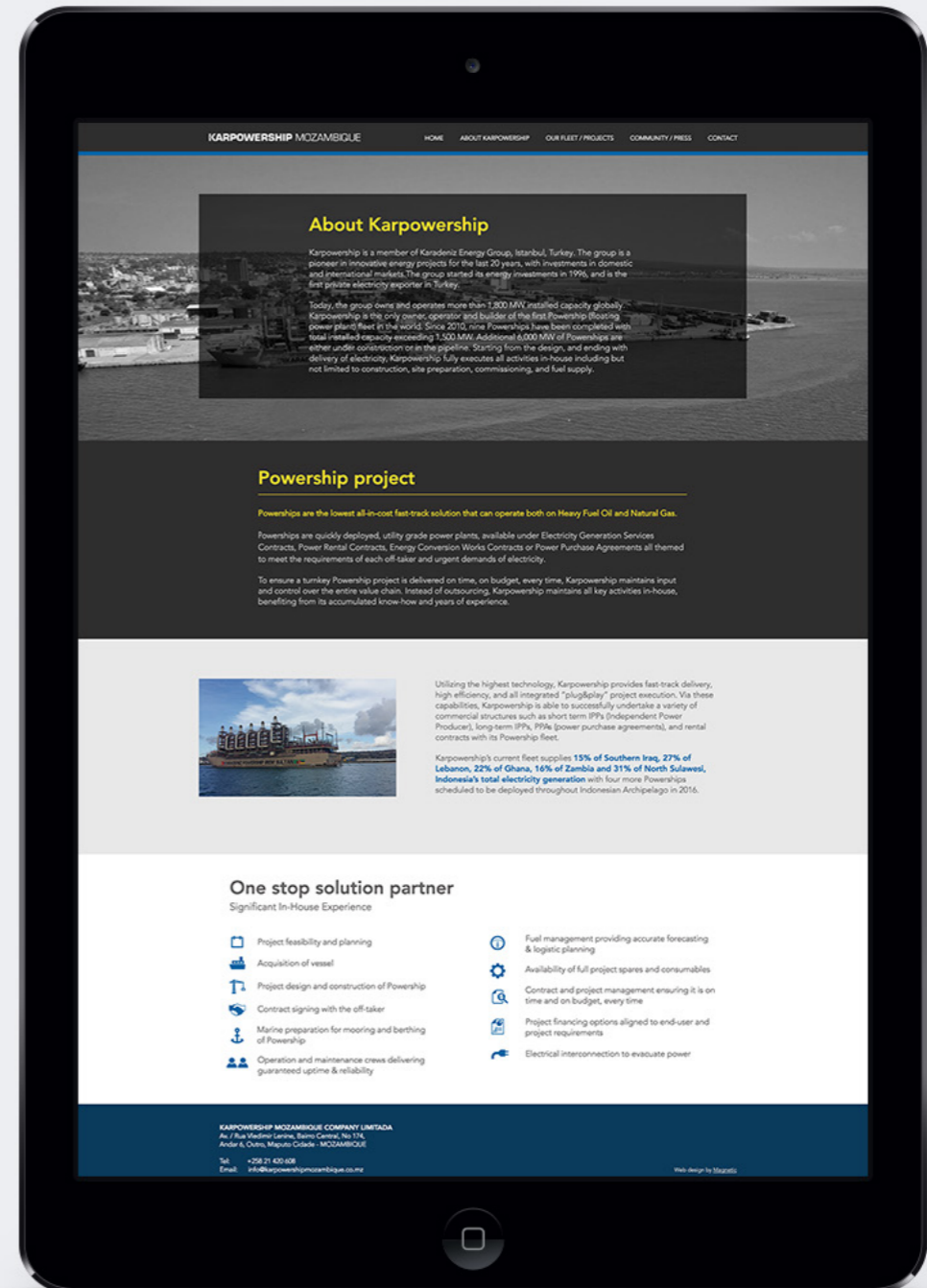
Solution

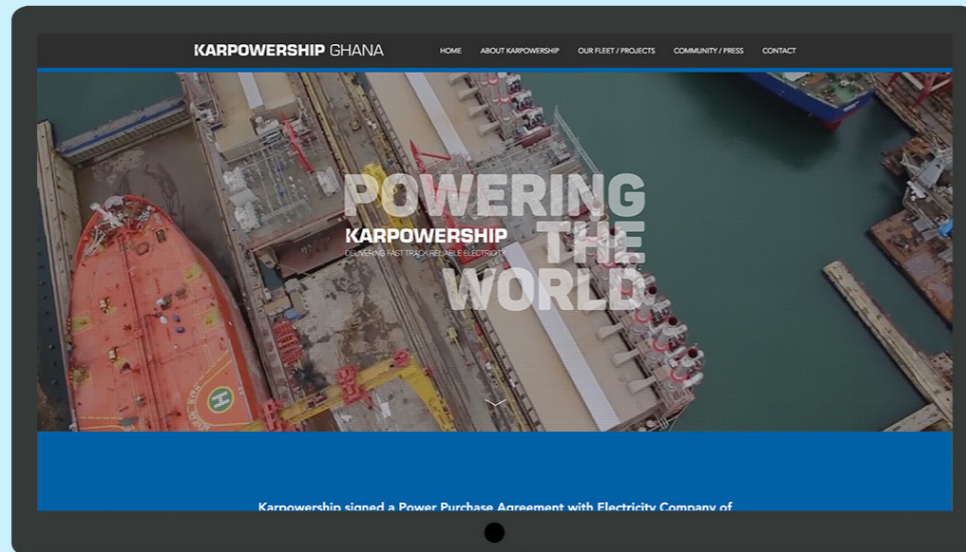


Web Design

Magnetic designed a series of 6 country specific websites for each of the six countries Karpowership operate in; Mozambique, Ghana, Iraq, Lebanon, Indonesia and Myanmar. Magnetic were responsible for all aspects of website design and development.

All sites followed a similar layout with consistent branding and content. The user-friendly, fully responsive sites displayed key information about the Karpowership fleet.





Powerships are barge or ship mounted floating power plants, delivering the most reliable power supply solution with an optimum cost.

[Learn More About Karpowership](#)



Media Gallery



[Our Fleet / Projects](#)

Read more about our activities to involve the communities and how Karpowership has been spread around the news.

[Press and Community](#)

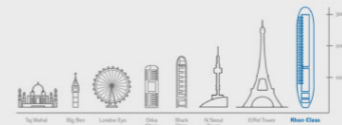
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Web design by Moz2616



Powerships are barge or ship mounted floating power plants, delivering the most reliable power supply solution with an optimum cost.

INTRODUCING OUR NEW KHAN CLASS POWERSHIP
World's largest floating power plant



[Learn More About Karpowership](#)

Media Gallery



Print Design

Magnetic developed a range of visual communications for Karpowership.

Karadeniz Energy Group Leaflet

A double sided A4 leaflet explaining Karadeniz Energy Group's key activities, major milestones and information about land-based plants and powerships.

Main brochure

Complete redesign of the existing corporate brochure, available in 6 different languages.

Greeting cards

Bespoke eCard designs for special holidays and events.

Advertisements

Eye-catching printed magazine and newspaper ads.



POWERSHIP CLASSES

KHAN CLASS



ONUR CLASS



ORKA CLASS



DOLPHIN CLASS



SHARK CLASS



SEAL CLASS



	KHAN CLASS	ONUR CLASS	ORKA CLASS	SHARK CLASS	DOLPHIN CLASS	SEAL CLASS
CAPACITY (MW)	470	290 - 420*	185 - 225	110	100	36.8
LENGTH (OVERALL) METER	300	285	142	160 - 180	100	84
BREADTH (EXTREME) METER	50	45	42	20 - 32	31	18
HEIGHT (EXTREME) METER	47 - 50	47 - 50	45 - 60	40	40	25 - 32
DRAFT (AUGMENTED) METER	5 - 10	5 - 10	5.5 - 7.5	5 - 7	5 - 7	5 - 7
DRAFT (SHOULDED) METER	✓	✓	X	✓	X	✓
SELF-PROPELLED	80	80	80	50	40	20
ON-BOARD ACCOMMODATION (PAX)	100 - 420	100 - 170	100 - 170	100 - 170	100 - 170	36 - 90
SUBSTATION VOLTAGE (KV)						

* Extendable up to 760 MW

POWERSHIP

Powership™ is a floating power plant. Powerships can be delivered in as fast as 90 days as a plug and play electricity solution. Our Powerships are designed, constructed and engineered at Karpowership's facilities in Turkey and are dispatched to various corners of the world on a short or medium-term basis, adding electricity generation capacity for base load and peak shaving.

FAST TRACK

- 30 - 470 MW delivered within 90 days
- No major site preparation required

HIGH EFFICIENCY

- Delivering highest efficiency
- Utilising Dual Fuel engine technology

INTEGRATED

- Delivered ready to operate - Plug & Play
- On-board high voltage (HV) substation
- Direct grid connection

ECONOMICAL

- Low cost Natural Gas or Heavy Fuel Oil (HFO) instead of more expensive Diesel (HSD) / Light Crude Oil (LCO)
- Lowest cost of delivered fast track power
- Multi fuel flexibility (HFO / NG / LNG)
- Immediate impact for sustainable growth
- Competitive with all medium-term power generation options
- No land fuel transportation cost

- No completion or construction risk
- Delivered ready for power generation
- Suitable for base load or peak-shaving
- Very low fuel cost

ANCILLARY BENEFITS

POWERISLAND

POWERISLAND PROVIDE THE PERFECT SOLUTION FOR BRIDGING POWER GAPS. Powerisland is the game changing solution where the opportunity to generate offshore electricity with LNG is made possible through attaching a Floating Storage and Regasification Unit (FSRU) to a Powership.

Our new addition to the fleet, the largest Powership in the world, Khan Class Powerships can generate 470 MW on a single vessel and can operate offshore. With no site preparation requirement and utility - size power capacity, Powerisland provide the perfect solution for bridging power gaps. Electricity generated will be transmitted to onshore substations through submarine cables and can energise the host country's grid, as well as a regional power pool with the higher capacity. Now it is easy to make a difference not only in one country's future but also a continent's future.

Powerships' practicality and their all-inclusive nature make them utilities' number one choice as a solution partner.

DESALINATION

POWERSHIPS ARE CAPABLE OF PRODUCING DESALINATED WATER UP TO 10000 M³ / DAY. Heat is a by-product of electricity generation of Powerships which supply their own cooling water through the evaporators installed utilising the excess heat.



SIGNIFICANT IN-HOUSE EXPERIENCE

ONE STOP SOLUTION PARTNER

- Project feasibility and planning
- Acquisition of vessel
- Project design and construction of Powership
- Contract signing with the off-taker
- Marine preparation for mooring and berthing of Powership
- Electrical interconnection to evacuate power
- Operation and maintenance crews delivering guaranteed uptime & reliability
- Fuel management providing accurate forecasting & logistic planning
- Availability of full project spares and consumables
- Contract and project management ensuring it is on time and on budget, every time
- Project financing options aligned to end-use and project requirements



Our Powerships are delivered with their own high voltage substations for direct interconnection to local grids.

Operation and maintenance is carried out by the Karpowership team and its highly trained specialist personnel.



Powership capacities range from 30 to 470 MW. Contract capacities range from 30 to several thousand MWs.

Our solution is delivered with Dual Fuel-Reciprocating Engines (Heavy Fuel Oil / Natural Gas).

State of the art waste - heat recovery systems allow for combined cycle operations and desalinated water needs.



Powerships guarantee electricity at the highest fuel efficiency, with the cutting edge technologies. Dual fuel capabilities enable us to operate on heavy fuel oil and natural gas. Karpowership can arrange for environmentally sound low sulphur heavy fuel oil or use locally available natural gas. Based on the requirements of the customer, Karpowership can also utilise natural gas provided by LNG carriers, operating in Powership mode.

Infographics

Magnetic created infographics with interesting facts and statistics about the Karpowership fleet.



Social Media Management

Magnetic developed a social media strategy that would position Karpowership on 4 different social media channels: Twitter, Facebook, LinkedIn and Instagram. Bespoke visuals were designed to be used in posts, as well as original graphic design for profile images, headers and banners.



Exhibitions and Events

Magnetic designed exhibition stands and events collateral to be used at ship inauguration ceremonies and exhibitions such as the World Energy Council and the Africa Energy Forum.



Corporate Social Responsibility

Magnetic helped Karpowership educate people on their commitment to Corporate Social Responsibility by developing an end of year report and a series of videos. Magnetic also designed notebooks and school bags to be distributed to school children, and banners and signage to be used in their computer lab in Ghana.



Internal HR Campaigns

'Run for Future' Campaign

Magnetic designed walls, banners, a teaser video and various promotional materials to assist with the internal launch of Karpowership's 'Run for Future' HR campaign.

Design templates for internal mailings

Magnetic redesigned templates for internal communications, such as holiday requests and new baby announcements.

Design templates for job postings

Magnetic redesigned templates to be used on job boards to advertise new vacancies within the company.



Operational Support

Magnetic provided constant operational support to assist with the print production process for creating all printed materials and promotional items. By collaborating with producers in both Turkey and the UK, Magnetic ensured everything was produced according to the design brief and delivered on time. Magnetic also worked in partnership with a PR agency in Myanmar to ensure the Burmese website and marketing literature was entirely accurate.



General Design Tasks

Magnetic were responsible for a number of general design tasks such as updating and refreshing presentations, retouching ship photos and creating invitations. Magnetic were also responsible for regular website updates with recent press coverage, images and CSR projects.



Results

Magnetic established a strong visual style which became a template for all global communications, with consistent colour schemes, typography, icons and imagery. The design material created allowed Karpowership to clearly communicate their key benefits and main messages using icons and clean design.

On social media, Karpowership's LinkedIn followers grew by 369%, and likes on their Facebook page increased by 147%. The social media strategy also achieved great success in becoming a tool for employees to feel proud of their company, with posts being liked and shared across the world.



**Likes
on their
Facebook
page
increased by
147%**



**LinkedIn
followers
grew by
369%**

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