

# Turbocharger specialist has 30 years' service experience

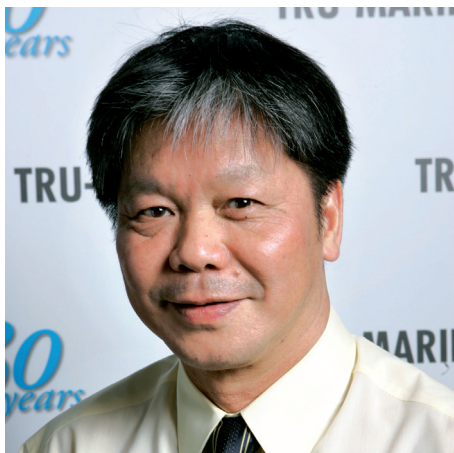
**T**ru-Marine of Singapore, one of the Far East's major turbocharger repairers, is celebrating its 30th anniversary. Originally established as a general shiprepairer, the company repositioned itself in 1990. Since then Tru-Marine has never looked back and is now a full service provider for turbocharger servicing, capable of handling all makes and types of turbochargers.

Tru-Marine is the appointed agent for Napier (Siemens), Mitsubishi and Holset turbochargers and it has also been appointed as the authorised repair shop for Kompressorenbau Bannewitz, Mitsubishi Heavy Industries, Mitsui, MAN B&W, and PBS Turbo.

David Loke established Tru-Marine in May 1977, with two partners who are now retired. When he became managing director in 1992, Mr Loke introduced several initiatives including Total Quality Management, National Cost of Quality (a national programme promoted by the Singapore Government) and Singapore Class accreditations to improve the quality of the company's management and working practices.

Today Mr Loke considers one of Tru-Marine's most important decisions was to expand overseas, in particular to China. This was done at a time when few small to medium-sized Singapore companies had the resources or inclination to expand globally. An emphasis on training has also played a major part in the company's success, Mr Loke believes.

Tru-Marine's philosophy is – wherever possible – to repair rather than replace. In-house competencies include high density arc



*David Loke: "Tru-Marine's business premise is to provide shipowners with the cost-effective alternative of repairing where possible, rather than replacing"*

spraying of worn cover ring areas that were once considered irreparable, turbo blade welding, shaft end metal spraying, and profile milling of compressor wheels, which have proved to significantly reduce the total cost of repairs and lead times.

Tru-Marine believes that its Singapore repair base is now the busiest in the world, servicing vessels from some of the most prestigious ship operators. Among many others, these include companies such as Hoegh Fleet of Norway, MSC of Hong Kong, Zodiac Management from the UK, ER Schifffahrts of Germany, and Tsakos of Greece.

In recent years the company has expanded into the emerging markets of China and the Middle East, where it now has three bases. Tru-Marine's global expansion was kick-started with its Shanghai venture in 1995. In 1998, the company expanded into Tianjin in a joint venture with state-owned shipping company, China Ocean Shipping Company (Cosco), then later in the same year it established its Guangzhou service station.

The latest addition to its service network is the Sharjah workshop in the Arabian Gulf. Tru-Marine has also established a sales office in Mumbai, taking the total number of establishments to six. Because Tru-Marine's customers are global players, the company feels it is essential to provide 24/7 service from strategically positioned bases.

"Today, Tru-Marine fills the niche of providing top notch quality repair services of maker standards and over the past three years our sales have continued to grow steadily," David Loke told *Marine Propulsion* recently. "Accolades such as the Singapore Class Award and Enterprise 50 Awards (winning in 2002, 2005 and 2006) are endorsements of the company's continual efforts towards business excellence. The Enterprise 50 Awards in particular are recognition of Tru-Marine's entrepreneurial spirit and determination to become a global player. Tru-Marine's business premise is to provide shipowners with the cost-effective alternative of repairing where possible, rather than replacing, without compromising the service quality.

"We do our utmost to ensure that our customers have peace of mind whenever they entrust their turbocharger needs to us. We believe in maintaining long-term partnerships with our customers, exceeding their expectations



*Tru-Marine fitters working on a turbocharger in Singapore*

time and again so that they can in turn deliver their business value downstream."

All five of Tru-Marine's service stations are fully-fledged workshops. Each is capable of providing the complete range of turbocharger repairs, including the supply of turbocharger spare parts, overhaul of all types of turbochargers, dynamic balancing of rotors, reconditioning of bearings and lub oil pumps, turbine blade repairs, rotorshaft repairs and reclamation of worn cover rings.

The company currently employs mobile teams of 200 skilled engineers and technicians across the five service stations. It believes this may be the world's largest pool of skilled manpower employed on turbocharger repairs. Tru-Marine's rapid expansion has necessitated a continuous training programme. Pey Pey Soh, the company's marketing executive, said: "Our commitment to training is demonstrated by allocating 4 per cent of our payroll every year to training".

In March 2000, Tru-Marine set up a new subsidiary, Pmax One Technologies, to provide a repair service for diesel injection equipment and controls. The company's services include governor overhaul, regeneration of pump elements, fuel injection pump overhaul, fuel injector reconditioning, and fuel nozzle reconditioning and regeneration. This, it feels, complements its turbocharger repair business and provides another specialist repair service to attract both new and existing customers.

Tru-Marine has also extended its service support at major ports of call by establishing strategic alliances in Melbourne, Copenhagen, Rotterdam and Florida. In addition, three more subsidiaries are planned in the next three to five years in Europe and America. **MP**