

# KONE ReVolution™

Advanced Modernization Technology  
in a Corporate Headquarters



## PROJECT

Thrivent Financial for  
Lutherans Corporate  
Headquarters

## OWNER

Thrivent Financial  
for Lutherans

## MARKET SEGMENT

Office

## TIMELINE

August 2003 –  
April 2005

## CONSULTANT

Lerch, Bates &  
Associates

## PRODUCT SOLUTION

ReVolution™



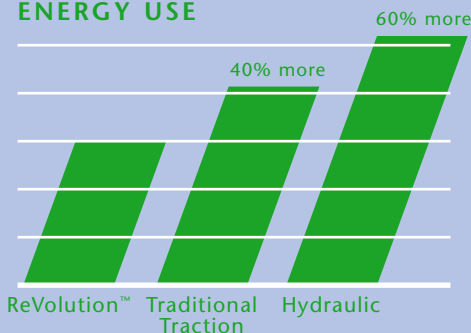
“The key element that helped us decide to go with KONE on this modernization was we were convinced that they had first rate, state-of-the-art equipment. Since our building is a Class A building we wanted the equipment to reflect that status.”

*Tom Hussin, Manager of Building Operations*

MKT-08-0121 6/8/07

## the savings

### ENERGY USE



MKT-08-0121 6/8/07

## the challenge

- Update 4 low-rise, geared elevators that are 25 years old
- Reduce energy consumption and operational costs
- Improve rider comfort
- Ensure safety
- Reflect the corporate atmosphere of the building

## the KONE solution

- Replace geared elevators with new KONE ReVolution™ gearless technology elevators
- Oil-free system that reduces maintenance and avoids accidental environmental contamination
- Faster and smoother movement between floors
- Annual energy savings of up to 40% compared to a traditional traction elevator
- Attractive cab interior, fixtures and door finishes

“When we first looked at modernizing our elevators a couple of factors came to mind. First of all, safety was a big issue for us. Second, the cars were 25 years old. We really wanted to improve their performance.”

Tom Hussin, *Manager of Building Operations*



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## the client's situation

Thrivent Financial for Lutherans, a not-for-profit Fortune 500 financial services organization with 2.8 million members, has its corporate headquarters in downtown Minneapolis, Minn., where corporate image is as important as corporate success.

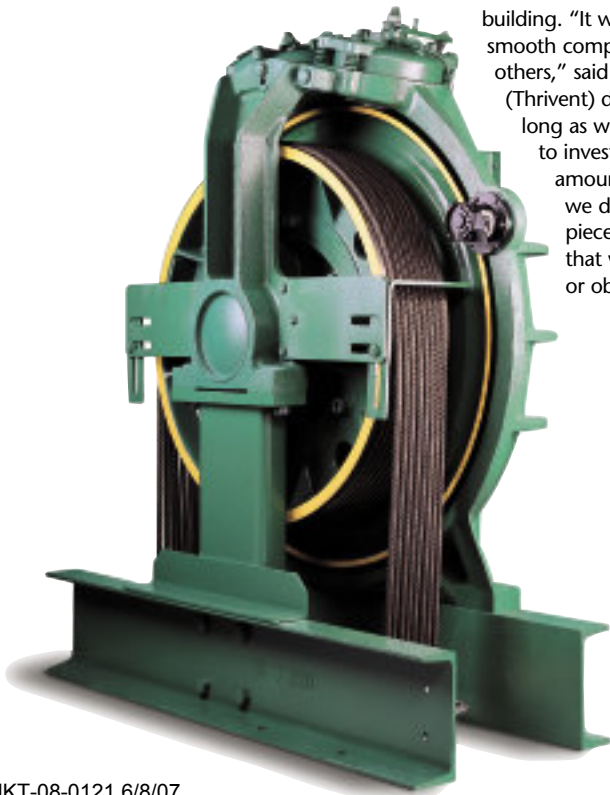
When Thrivent Financial needed to upgrade its building's elevators, which were a quarter of a century old, Tom Hussin, Thrivent's manager of building operations, contacted vertical transportation consultant Lerch, Bates and Associates, Inc. for assistance.

Thrivent had recently completed an electrical audit and, through its purchase of new elevators, was determined to reduce their energy usage in addition to improving operational performance and ensuring safety of its employees.

KONE received Thrivent's specifications, which asked for replacement elevators. In this case, that meant a geared elevator. KONE could certainly deliver that product, but Brian Jones, KONE's senior modernization sales representative, offered an alternative solution – advanced gearless hoisting technology.

“We didn't even know this product existed, except that KONE offered it as an alternative,” said Hussin.

Jones took Hussin for a test ride of the ReVolution elevator that was recently installed in another downtown Minneapolis office building. “It was unbelievably smooth compared to all others,” said Hussin. “We (Thrivent) decided that as long as we were going to invest this large amount of money, we didn't want a piece of equipment that was out of date or obsolete.”



## the KONE achievement

KONE was able to offer Thrivent an advanced modernization solution that not only replaces aging geared machines, but also upgrades the performance of the elevators.

“When compared with new geared machines, the ReVolution, which incorporates the KONE EcoDisc gearless technology, can be expected to provide existing elevators with better ride quality, quicker acceleration and deceleration rates, and a quieter ride,” said Brian Jones. “The EcoDisc machine typically has a smaller horsepower rating than a geared machine's motor (6.5 hp compared to 25 hp), resulting in continual energy savings to building owners.”

The EcoDisc technology, which has been available for installation in new construction for the past six successful years, offers a direct-drive, permanent magnet machine that needs no lubricating oil, resulting in continuous, cleaner and greener applications. And, as in all of KONE's elevators, the ReVolution elevator offers cab interiors, fixtures and door finishes that complement the interior design of any building.

The EcoDisc technology is the catalyst for KONE's recent growth in elevator installation in existing buildings. “Currently, modernizations represent nearly 15 percent of KONE's U.S. business, and its competition does not have the capability to provide such an upgrade in performance, energy savings and environmental advantages,” said KONE's vice president of modernization.

## the bottom line

The ReVolution gearless elevator offers significantly better technology that equates to a significantly better elevator. When modernizing an existing building, customers now have a choice other than vintage. An upgrade in performance, energy savings and environmental advantages are available today.

 KONE's product solutions provide innovation, performance and sustainability. **Logical Solutions** now and for the future.

**ecoLogical**  
solutions in motion