

Heavy Winter Storm Warning:

Why a UPS Battery Backup Is No Longer Optional



As a heavy winter storm warning rolls in, most people prepare for the obvious: stocking up on food, charging phones, and checking the weather forecast. But one critical piece of preparation is often overlooked until it's too late — protecting your power.

Winter storms are one of the leading causes of power outages. Heavy snow, ice accumulation, and high winds can bring down power lines, overload electrical infrastructure, and leave homes and businesses without electricity for hours — or even days. This is exactly why a UPS (Uninterruptible Power Supply) with battery backup should be part of your winter storm readiness plan.

- **WINTER STORMS & POWER OUTAGES GO HAND-IN-HAND**

- When temperatures drop and storms intensify, the electrical grid is under enormous stress. Ice adds weight to power lines, snow blocks access for repair crews, and strong winds can knock out transformers in seconds. Even a brief outage can disrupt daily life, while extended outages can cause serious problems.
- A UPS acts as a buffer between your devices and the power grid. When the power goes out, it instantly switches to battery power—no delay, no data loss, no sudden shutdowns.

- **KEEP ESSENTIAL DEVICES RUNNING WHEN YOU NEED THEM MOST**

- During a winter storm, electricity isn't just about comfort — it's about safety and communication.
- A Minuteman UPS with battery backup can help keep:
 - Internet modems and Wi-Fi routers running so you can receive emergency alerts and updates
 - Computers and workstations powered long enough to save work and shut down safely
 - Medical devices operating during short outages
 - Security systems and cameras active when visibility is low
 - VoIP phones and communication equipment online
- Even 15–60 minutes of backup power can make a major difference during an emergency.

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- **PROTECT YOUR ELECTRONICS FROM POWER SURGES**
 - Winter storms don't just cause outages—they cause power fluctuations. When power is restored after an outage, voltage spikes and surges can damage sensitive electronics permanently.
 - A UPS provides more than battery power; it conditions incoming electricity, protecting your equipment from:
 - Power surges
 - Brownouts (low voltage)
 - Sudden spikes when power returns
 - This protection can save thousands of dollars in replacement costs for computers, networking equipment, and home electronics.
- **AVOID DATA LOSS AND COSTLY DOWNTIME**
 - If you work from home or run a small business, a winter power outage can mean lost productivity, corrupted files, or interrupted customer services. A UPS gives you time to:
 - Save critical files
 - Complete transactions
 - Safely shut down systems
 - Maintain uptime for short outages
 - For businesses, even a few minutes of downtime can translate into lost revenue and customer trust.
- **PEACE OF MIND WHEN THE STORM HITS**
 - Perhaps the biggest benefit of a UPS with battery backup is peace of mind. When the lights flicker and the wind howls outside, you won't be scrambling in the dark. Your critical devices stay on, your data stays safe, and you stay connected.
- **DON'T WAIT UNTIL THE POWER IS GONE**
 - A heavy winter storm warning is your signal to prepare now—not after the outage starts. Minuteman's UPS systems come in a range of sizes, from compact units for home offices to larger systems for businesses and network closets.
 - Winter storms are unpredictable, but your power protection doesn't have to be.
 - A UPS with battery backup isn't just a convenience—it's a smart, essential investment in safety, reliability, and preparedness.



PROTECT YOUR ELECTRONICS WITH MINUTEMAN'S ETR OR ENSPIRE SERIES

