

# Solco Newsletter

## april edition

feature: solco conference review

APRIL 2011

### Industry News

#### Another push to slow down solar credits scheme

The Climate Change Minister, Greg Combet, is looking for new ways to slow the growing demand for rooftop solar systems by reducing the multiplier to x3 and also looking at changing the subsidy to push buyers toward bigger and more efficient systems, possibly 2 or 3kW.

The Solar Credits scheme works by multiplying the number of certificates that eligible installation for tradeable solar credits for every megawatt hour of roof-generated renewable electricity. Currently the multiplier is x5, however as announced in December 2010, is being reduced to a multiplier of x4 on July 1st 2011. The scheme is due to be phased out by July 2014, but some industry groups argue the scheme should be scrapped altogether with the introduction of a carbon price.

The Sydney Morning Herald claim that small scale PV reduce CO2 at a cost of \$200 - \$300 a tonne, as compared with the new carbon tax of a proposed \$26 per tonne. The federal government is also reported to be concerned that the scheme is forcing increases in electricity bills.

Clean Energy Council Chief Executive Matthew Warren said it was not accurate to blame the Commonwealth Renewable Energy Target when network costs were still the main driver of price increases "Two thirds of the projected price increases are due to investment in poles and wires," Mr Warren said.

Source: Sydney Morning Herald & CEC Media Release 'IPART blame game hits wrong target'

### Company News

#### New Solco warehouse now dispatching stock

Solco's newest warehouse dispatched its first delivery ahead of schedule at the beginning of April 2011. The modern facility is located at Mt Waverley, in Melbourne's south east. The warehouse which shares its location with the Melbourne office was established at the end of 2010. Since then the team is rapidly expanding having welcomed 8 members to the Solco family.

The state of the art Melbourne warehouse will now supply stock to Victoria, southern NSW, South Australia, Tasmania and throughout Australia in conjunction with Solco's other warehouses where required to facilitate a reliable and timely national distribution network. This phase is part of Solco's core mission to become your premier supply partner for all solar power and water solutions.

To order stock from the Melbourne warehouse please call our customer service team on 1800 074 007



### New Catalogue

#### Solco Product Catalogue

Ask for your copy now! Call 1800 074 007



[download now](#)

### Events

#### ATRAA

ATRAA 2-7 May 2011 Booth 22,23 & 24

[find out more about ATRAA](#)

# Conference Review

## Solco Conference an industry leading event



Firstly we would like to thank all Solco Conference attendees for their participation in this industry leading event. The Solco team is proud to proclaim it has been an absolute success, our guests have been very generous with their feedback confirming the event was both an enjoyable and valuable experience. A few very energised guests have reported 'it has been the best conference I have ever attended'.

It has been particularly rewarding for us to see our efforts come alive as our customers and suppliers strengthen their relationships as they shared expertise and ideas

Our impressive collection international guests included Dr Liyou Yang, CEO & Alan Yuan, Senior VP



Bernt Lorentz & Customer

from Astronergy, presenting an in-depth introduction and also focusing on their developments in thin film technology and industry data supporting the shift of demand. Mr Bernt Lorentz CEO presented sessions on the world renown German engineered Lorentz solar water pumping systems, Lorentz solar tracking & an interactive workshop on Lorentz Compass sizing tool. We welcomed SolarEdge's wealth of knowledge through Nobu Fukatsu



Dr Liyou Yang, Astronergy

Senior Director of Asia Pacific Sales & Yoav Galin VP Research & Development who presented us with an introductory session and an in-depth workshop on the SolarEdge's unique technology. We also had the pleasure of meeting Johnson Huang, Sales

Manager of PV Inverter Sales Department from Motech as he offered an introduction session and his expertise on the stand. An introduction to Tigo Energy systems specialising increasing yield performance, was presented by the American James Bickford, Director of Asia Pacific.

Our special guest speakers presented specialist industry insights as they covered topics such as; current national safety regulations and new regulations being considered, licensing requirements, technology and PV developments, policy, advocacy and lobbying, programs and rebates insights and general industry developments. We would like thank our guest speakers Professor Ray Wills from the Sustainable Energy Association of Australia (SEA), Neil Fraser from the Electrical Safety regulatory authority and Russell Marsh from the Clean Energy Council (CEC) for sharing their wealth of expertise on developments within the solar industry.



Russell Marsh



Prof Ray Wills



Neil Fraser

We hope our customers come away with more product knowledge and relevant insight to help them grow their business, we are proud to facilitate engagement in new products and brands as a result of attending the Solco conference sessions and exhibitions. Our suppliers have also been blown away by the rare opportunity to share this unique experience with their customers, they are very keen to be a part of the next Solco Conference!

Our sessions and workshops have received fantastic feedback in relevance, interest and informative content.

One very popular session which deserved an honourable mention is the magic show

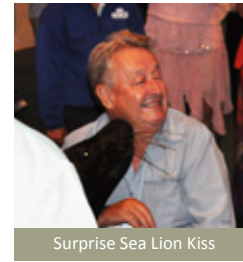


John Heberton Performance



SolarEdge Indepth Workshop

by the very funny illusionist Matt Hollywood and hysterical performance by our very own John Heberton, Executive Manager of Solco Projects.



Surprise Sea Lion Kiss

The Solco Conference ticked all the required boxes to classify as a memorable getaway, the guests enjoyed the Gold Coast surroundings and

tropical weather!

A jam-packed social schedule saw the guests enjoy the Welcome BBQ & Drinks pool to kick off the event in true Aussie style. The Thursday Night Dinner & Dance was interrupted by a surprise visitor who showed the guest how to carve up the dance floor and kiss some lucky guests. The live performing duo Kulaz encouraging some serious dancing all night long.



Foot Loose Performance

The private Solco Conference Guests Shark Bay Tour early Friday morning was an interesting and educational excursion through the Seaworld aquarium.

The most spectacular of all events was by far the Gala Dinner which included a twilight private show by the Dolphins at Seaworld Dolphins Cove, followed by a vast fresh seafood buffet and wine to satisfy a well earned appetite.



Private Dolphin Cove Show



Dinner Solco & Astronergy

The Saturday morning activities concluded the Solco event as teams battled it in an all in scavenger hunt through the Seaworld park learning about the sea creatures and assortment of thrilling rides to enjoy!

We would like to thank all our presenters including local and international suppliers, guest speakers and workshop hosts.

For any further information please contact the Marketing Department on 03 9541 4500

## Products News

### Astronergy Modules Pass Intertek's Stringent Salt, Mist and Corrosion Test

Astronergy crystalline PV modules have earned the Intertek IEC 61701 certification, passing a series of salt, mist and corrosion tests. The tests demonstrate the modules' ability to withstand harsh natural environments while still maintaining a high level of performance.

To date, only three module manufacturers including Astronergy have passed and announced achievement of the Intertek Certification.

Intertek's salt spray test has confirmed that Astronergy PV modules will be able to maintain their high level of performance when installed in coastal environment and regions with high levels of rain, fog and acidity.

"Intertek is a respected certification authority, whose results are widely accepted by European and International customers," said Astronergy Senior Vice President, Alan Yuan, "Passing the salt, mist and corrosion

test attests to the quality of Astronergy solar PV modules and their ability to function in a broad range of environments"

The results prove to be very relevant advantage of using Astronergy panels in Australia's harsh weather conditions.



**ASTRO**energy  
We Do Quality

[read more](#)

## Pumping News

### Lorentz Solar Pool Pumps

Solco holds exclusive distribution of Lorentz Solar Pumps throughout Australia.

One range of solar pump we are excited to promote, is the Lorentz Solar-operated Centrifugal Surface Pumps. The pumps are designed for swimming pool filtration through a filter system and thermal collectors, also can be used for pond management, irrigation, aquariums and similar applications.



The pool pump systems include feature packed components such as the Pump End, Motor Drive

and Controller all covered under the manufactures 2 year warranty.

Lorentz pool pumps feature excellent serviceability, maintenance-free DC motor thanks to brushless technology, excellent efficiency, short Return on Investment (ROI) cycle and lower Total Cost of Ownership (TCO)



**LORENTZ**

For more information on the Lorentz range of pumps, please contact Solco Solar Pumping on 1800 074 007

## Company News

### New Staff Appointment for Solco Solar Products Division

Solco Solar Products division has appointed Rick Vargiu as National Sales & Marketing Manager.

Rick brings a wealth of experience to the company having worked in a variety of senior sales and marketing roles in well known global companies such as Michelin, Europcar, Black & Decker and Stanley-Sidchrome.

His most recent success with the PowerUp Solar group has given him a real

passion for the renewable energy industry and its capacity for exceptional expansion in the future. Rick hopes to bring his skills to the Solco group and aid us in becoming the supplier of choice to the solar industry.



**Likes:** People that buy lots of product from Solco

**Dislikes:** People who are pathologically late (however I love my wife anyway)

**Hobbies:** Any sport (but Soccer and Cricket top the tree) Any Music (except Hip Hop .... It isn't really music)

### New Business Development Sales Manager VIC/TAS

Solco Solar Products division is excited to announce appointment of our new Business Development Sales Manager servicing the Victorian & Tasmanian customer portfolios.

Phil Thomson is an experienced sales person and electrical engineer who has been working with energy for over 35 years. Phil is excited about the solar industry and convinced that it's a great investment for Australian homes.

Phil is very pleased to join Solco at this vital stage of the company

development and is impressed with Solco's great product offering, the motivated team of specialists and the experienced support network.

Prospects for Victoria & Tasmania are limitless right now with good pricing, lots of external motivation (electricity prices are going up) and increased acceptance of solar by the public.

**Achievements:** Flying solo in a light plane, keeping 40 Bonsai alive, his family and grandson

**Hobbies:** AFL Umpiring, reading, collecting Phantom comics & Bonsai



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