

Solco unveils network of local independent energy and water specialists

Highlights:

- Unveils network of local independent energy and water specialists.
- Increases solar hot water range from one model to four.
- Makes a further four water and power saving products available.

Solco Ltd (ASX: SOO) has unveiled its network of local independent energy and water specialists and launched a range of seven new products at its first national conference. According to Managing Director, Duncan Stone, these initiatives will allow the company to substantially expand its Australian sales in this calendar year.

Mr Stone said that over the past 12 months, the company has built up a network of 19 specialists who can deliver customised, sustainable energy and water solutions for the home, business and farm. The conference was the first meeting of the new Solco network, which now covers the major cities and towns in all significant rural areas of Australia.

Through the Solco network, the consumer now has an expert group in their community that:

- has access to the best sustainable products at best prices,
- has expert knowledge of how to practically integrate them into any particular home situation,
- can take advantage of Government renewable incentives,
- can assist with finance,
- can project-manage skilled trades people to undertake the project, and
- can co-ordinate after sales support.

Mr. Stone said he was inspired at the conference by the commitment and expertise of the independent local specialists to make a real difference in their respective communities. The commitment has been evidenced by the surge in sales around Australia immediately following the conference.

The forecast increase in sales will be facilitated by the release of major new products, which were unveiled at the conference, Mr Stone said.

The most significant increase in product range comes in the solar hot water category, where Solco has added three new products. Until now, the company has exclusively sold the Solco Genius, the world's only polymer-based solar hot water system. Solco's specialists now also offer a stainless steel system to compete with Solarhart and Edwards in the mass market, along with a split system which allows collectors and tanks to be mounted separately for aesthetic reasons; and a state-of-the-art, German-designed heat pump.

Also introduced to dealers at the conference was a range of products sourced from other companies, which Solco will now distribute. All new products relate to more efficient use of water and/or power, and fit within the Solco ethos of 'simple and efficient', Mr Stone said. The products include rainwater harvesting for homes, grey water systems and solar home heating, which can be fitted to any ducted air-conditioning system.

In his opening address to the conference, Mr Stone told dealers that Solco is "a market leader which is in the right place at the right time". He pointed out that climate change and an increasing population was putting intense pressure on Australia's water and power resources, while Federal and State Governments are legislating to ensure that new and existing homes consume less water and power in the future.

"Home builders in NSW, Victoria and Queensland can all fulfill new government requirements on energy use, simply by fitting Solco products. With similar legislation due to be introduced in SA and WA, Solco can be the 'one stop shop' for sustainable power and water products," Mr Stone told the conference.

He observed that profound changes are ahead when leading global companies like Sharp and General Electric have committed many billion of dollars per annum to develop sustainable energy and water products in the next five years.

Mr. Stone foreshadowed that Solco will be making a number of announcements in the coming months on strategic initiatives already in the pipeline to make homes and local communities energy and water self reliant.

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