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Singapore Sling dealer incentive



Back row, left to right; Martin Lynch, Brent Scharfe, Aaron Sommerville, Meagan Sommerville Shannon Lewis, David Lewis, Glenn Minear, Melanie Minear Front row, left to right; Clinton Beacher, Anthony Roberts, Darren Page, Stephen Cranch, absent from photo Toni Page

As part of the introduction of PV into the Solahart Australia product range, we established a short term incentive trip in conjunction with REC our PV panel supplier.

There were six prizes on offer for the best performing dealerships across Australia for the period April-June 2012. Each prize was a trip for two to the REC manufacturing facility in Tuas, Singapore and of course to sample some of the highlights this modern city has to offer.

We named the incentive trip 'Singapore Sling' after the cocktail which was created at the historic Raffles Hotel more than 100 years ago. Coincidentally, we stayed at the Carlton Hotel directly across the road from Raffles and the trip would not have been complete without a sample (or two) of this famous drink.

John Coates of REC Australia was our host and did a magnificent job of ensuring we experienced the best of Singapore and that we were given red carpet

treatment at the REC factory. We travelled to the factory by bus which was a good opportunity to break the ice given that the team had just met. On arrival, we were fortunate to have Nic Rose an expat Australian give us a comprehensive overview of the plant.

The factory is built on reclaimed land as is much of Singapore. This USD \$2.1B investment was chosen from numerous potential sites around the world as a low cost, high quality facility and since its opening in Nov 2010, the Norway facilities have been progressively closed down. REC is fully vertically integrated in that it produces the wafers, cells and modules all on the one site.

We were impressed by the sheer size and scale of the operation and that its annual capacity of 750MW is enough volume to supply the entire Australian PV market.

After leaving the factory, we headed back to the Hotel to freshen up in preparation

for dinner at the Equinox Restaurant, one of Singapore's finest establishments. The Equinox is strategically positioned on the edge of the harbour looking back over the city and the new casino/hotel complex at Marina Bay - we were 226M above sea level on the 70th floor of the Swissotel. The view was simply breathtaking.

The next day we crammed in some of the other sights including, the Singapore Flyer, a harbour cruise on an amphibious vehicle and a city tour including Yum Cha at Chinatown. A trip to Singapore would not be complete without a meal of chilli crab and we found a great restaurant to serve this popular dish on the second night.

We came back to Australia knowing a lot more about REC and a lot more about each other - in particular the different ways



The team enjoying a refreshing Singapore Sling at Raffles Hotel.

each dealer approaches Solahart PV in each state. We hope this is passed on to all dealers so that collectively we leverage the Solahart brand into the PV market whilst continuing our primary focus on solar water heating.

On behalf of Solahart, I would like to thank REC for their wonderful hospitality and support for this program.

Stephen Cranch
GM sales and marketing, Renewables



Russell Geraghty working the stand



Malcom Davison (Toowoomba) in action

Brisbane Home Show success

Solahart has now racked up 28 years of continuous presence at the Brisbane Home Show. This makes the brand one of the shows strongest supporters on record. It is also the final time that the older Royal National Association (RNA) exhibition venue will be used prior to major demolition and refurbishing of this section of Brisbane's Inner City skyline. 2013 will see a move to the RNA's new purpose built Conference & Exhibition Centre on an adjacent property.

Solahart again committed heavily with a 60sqm display featuring both solar water heaters and solar power solutions on display. Dealers from Brisbane, Gold Coast, Sunshine Coast and Toowoomba joined together to ensure there were skilled people on the Solahart stand at all times.

Volunteers sorted and packed over 1,000 Solahart sample-bags for handout. The use of a specialised PR agency staff supplemented our sales team and combined we

made sure that the 1,000 Show attendees who came to the stand proudly displayed the Solahart logo wherever they went. Leads were taken on the stand and quickly circulated to the respective dealerships for immediate follow-up.

There was equal interest in solar hot water and solar power. One customer made his 3rd visit to the stand in 3 years and we were pleased to hear that he finally made up his mind and bought both Solahart hot water & power systems the very next week.



The PR team and a customer at the Home Show

More than just lip service



Movember is the time of year when men grow a variety of moustaches (mos for short) to raise money for a good cause – Men’s Health and in particular prostate cancer. At Rheem and Solahart, we have seen support for Movember grow year on year with employees, friends, colleagues and dealers either becoming or sponsoring ‘Mo Bros’ and the Company has also made donations in support.

This year our CEO Matt Sexton put out the challenge that if we get 100 participants, he will match employee donations up to \$10k. At last count the Rheem group had 130 participants who had raised over \$37,000! A great effort!

Apparently there is safety in numbers, plus immunity from laughter when people step out of their comfort zone for a good cause. Many of us have seen our work colleagues, family and friends battle with cancers – so it is a great way to show support.

At Solahart there have been some reasonable mo growing efforts from some of the Solahart team at Rydalmere such as Steve Cranch, Warwick Read and Tim Lucey.

We have also managed to dig out some more quiet achievers in Welshpool

A big thank you to all those who contributed and donated to this worthy cause!

Above: The participating staff members at Rydalmere



Welshpool Team - Back Row: Mark Beacham, Joseph Taylor, Simon Avery. Front Row: Phil Hopwood, Les Fredericks, Gary Higgs and Graeme Molentze



Tim Lucey and Warwick Read



Winner of most original Mo Frank Sultana with his “Mobra”

New Sales Manager for Victoria

Rob Roberts comes from a background in retail having managed Clive Peeters, Kleenmaid and Retravision stores. Rob has also been on the wholesale side as a manager for Abbey and Franke sinks.

Rob took on the role as Vic Sales Manager because he sees it as a challenge with lots of “interesting” issues to work through.

Rob lives with his wife Tanya in the Melbourne suburb of Pakenham and lives and breathes Basketball and AFL having played both at State level.

Rob has just participated in Movember this year for team Scoresby and looks forward to more fun fundraising opportunities.



Rob – before and after Movember

Winners at the NSW meeting



Steve Cranch presenting the Singapore Sling Award to Anthony Roberts, Newcastle

Our New South Wales team recently held a meeting in Port Macquarie also known as the state's retirement capital. Tony, the local dealer, organised some great weather along with a fantastic waterfront location at the Rydges Hotel.

We had a long but successful meeting during the day where future breakdown strategies were workshopped and the First Impressions training module was revisited. Customer calls were reviewed so we could gain a better understanding of our customer's experience, allowing us to identify opportunities to improve our skills.

Our guest speaker was Dave Lewis of Solahart Lismore. He has consistently been one of Solahart's top dealers nationwide. He shared his learnings and successes with his fellow dealers in a interview style presentation. Our thanks go to Dave, we all got a lot out of it.

After the meeting, we put on our best clothes and were treated to a great feast at the Awards dinner. We were fortunate enough to have the evening sponsored by MyBuy with Angela and Christian attending the night representing the company. Thanks to the MyBuy team for their continued support.

Congratulations to the following Award Winners:

- NSW Dealer of the Year - Solahart Central West - Brian Parker and his team.
- Highest Volume - Solahart Newcastle - Anthony Roberts and his team.
- Highest \$ turnover - Solahart Hunter Valley - Scott Ostini and his team.
- Best New Dealer - Solahart North West Sydney - Steve Clarke and his team.
- It was also announced that Anthony Roberts had won the Singapore Sling prize for NSW.



Top: Solahart Dealer of the Year Award - Brian Parker, Central West. Centre: MyBuy most Finance Award - Rick Demicola, Hunter Valley. Bottom: Solahart Best New Dealer Award - Steve Clarke, North West Sydney

Changes to the NSW dealer team



The new Penrith Team. L to R - Adam, Craig and Peter

Penrith

Glen Percy decided to move to Queensland and is now enjoying cruising the Great Barrier Reef on chartered fishing tours. Sounds like a great change of lifestyle. Glen sold the business to his installation partners Craig and Adam. Craig, a plumber, and Adam, an electrician, both have extensive experience with the installation of Solahart systems. Craig attended the NSW meeting at Port Macquarie and fitted right in.

The day to day running of the business will still be managed by Peter who was Glen's salesperson so it has been a seamless transition. Craig's existing plumbing business and Adams electrical business create plenty of opportunities for an increase in sales for the Penrith dealership. Good luck and welcome guys.

South West Sydney

A big thank you for the great effort put in over the last 8 years to Robert (Robbo) and Eileen Robertson. Robbo has a new role and is now the head of the Aussie Hot group. Robbo was one of our stronger metro

dealers over a number of years and we wish both him and Eileen all the best.

Robbo's replacement in the Campbelltown area is Alan Cavana from Cavana Plumbing. Alan and his team are very enthusiastic and are already off to a flying start and focusing on ways to increase his already strong business. Alan does plenty of work with the Department of Housing and sees Solahart as a way to grow his private side of the business. He also sees Solahart PV as a great opportunity. Great work Alan, keep it up and welcome to you and your team.

Southern Sydney

John and Louise West of Southern Sydney have sold their Watershed West business. They have moved on to an exciting new venture which also focuses on water but more to do with its quality, filtration and treatment in local and overseas markets. Good luck John and Louise. I'm sure we will see you at the Souths games in the future.

Geoff Grimish and his daughter Kathy took over the Watershed West business in November following the recent sale of his plastering business. Although Geoff will be behind the scenes, the Solahart business is safe in the very experienced and successful hands of Eric Ferguson. With Geoff's marketing skills and Eric's enthusiasm, we are set to see the Shire shine.



Alan Cavana, Solahart South West Sydney

Changing of the guard



Left to right - Nathan Lewis, Rhys Lewis

The new Financial Year saw a change of Solahart dealership in one of Brisbane's most densely populated dealerships. Solahart Brisbane Inner South encompasses the inner city suburbs stretching east and south of the Brisbane River. The region has over 60,000 free standing households.

The new dealership is Natco Solar with brothers Nathan and Rhys Lewis at the helm. Both of the guys have an extensive plumbing background under the business Natco Plumbing. Further to their previous work, Natco Plumbing has for the past 2 years undertaken all of the installation and service work for the previous Solahart dealership. This has

given them valuable hands-on experience with all types of Solahart solar water heaters.

To head up the internal operation, Nathan's wife Tracey has come into the business full-time to handle all front-line communication, administration and accounting. Together they form an exciting young team ready to embrace new ideas and learn along the way.

Solar Power has been their biggest learning curve of recent months and now that they have set up a strategic partnership with a CEC accredited installer, Natco Solar is now fully operational and our newest Queensland Solahart dealer.

Recommend a friend



Graham Hancock and his Solahart PV System

Graham Hancock, is a walking advertisement for the Solahart Marion dealership. When selected for a recent PV audit, Graham told us he had recommended the Marion team to three friends and relatives since his solar power system was installed 6 months prior. Graham also mentioned he had two more pending customers for Paul and Lyn. What a great example for our recommend a friend program!



Solahart milestones

Congratulations to Tim Lucey, Solahart Technical Officer on his 25 years of service.

Congratulations to Una Morrison, Solahart Advertising Promotions Manager on her 5 years of service.



Queensland state conference – making more with less



Target Shooting L-R: David Lewis, Peter Haddon, Daniel Turner, Jock Barton

The Queensland Solahart State Conference held in early November drew a 100% dealer attendance. Delegates from Cairns, Townsville and Mackay flew in to join dealers from Southern Queensland and Northern NSW at the picturesque Clear Mountain Lodge located high on the mountain just north of Brisbane. The venue presented fantastic views out to Moreton Island across Lake Samsonvale with the Glasshouse Mountains to the north clearly visible.

The Conference theme was 'Making More with Less' reflecting the reduction of solar water heater and solar power incentives in Australia and strategising how delegates can maximise strengths in the brand and in the network, to generate more sales from a reduced volume of inbound calls.

Chris Mundy and Stephen Cranch spearheaded the National presentations focusing heavily on both the solar hot water and solar power markets. The bulk of the conference sessions were delivered by State Manager, Joe DeAizpurua (breakdown strategies and business structures) and Dealer Development Manager Russ Geraghty who covered marketing campaigns and released the new Streamline MDV systems.

It was not all work as there was a magnificent 'End of Year' dinner sponsored by Once Australia and a team building programme on day 2, involving virtually all delegates.

First up was laser target shooting, using converted shotguns, which put everyone's skills to the test. The targets seemed to get harder and harder as they shot out from the



Top: Mens Target Shooting Winner - Darren Page. Bottom: Womens Target Shooting Winner - Sarah Troy

left or right. There were shoot-offs to narrow the field and, Darren Page from Solahart Fraser Coast and Sarah Troy from Solahart Lismore emerged as champions.

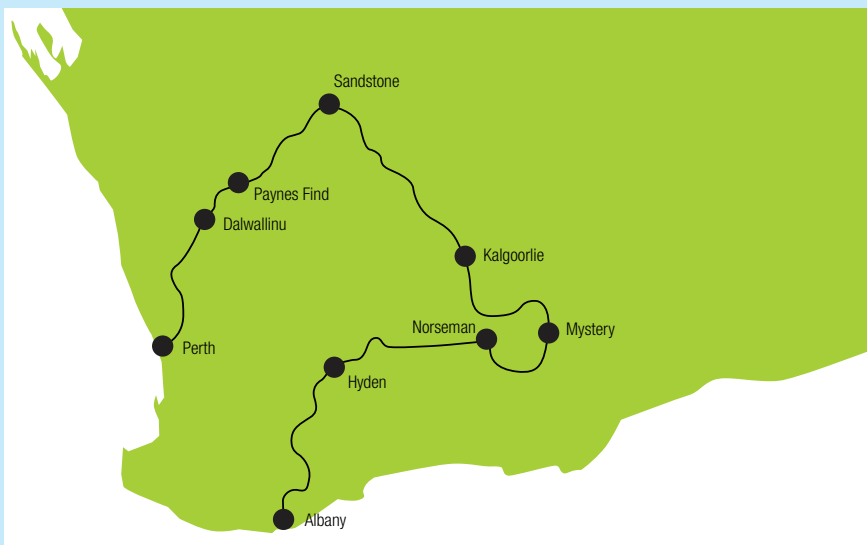
How do you top this? Why not a game of Giant Catapults. This is where the Yellow, Blue and Black teams developed plans to tumble down opponents brick structures using giant catapults held either side by 2 team members whilst the rest of the team gathered various balls, lined up the targets and shot away sometimes with multiple balls per shot. It was a fiercely contested game under the hot Queensland sun.

Sponsorships were provided by Once Australia (MyBuy Finance) represented by Jonathon Kamleitner and SMA's (Inverters) Patrick Duignan. Mr Duignan also took the audience into the near future with SMA's new Inverters, most of which will form part of Solahart Dealers installations in 2013.



The Black Team ready for action. L-R: Rhys Lewis, Terri Heathcote, Peter Haddon, David Lewis, Michael DePinto, Stephen Cranch, Prue Davison and Allison Holland.

WA Variety BASH \$50,000 again, \$150,000 coming up



The Solahart WA Variety Bash team is very pleased to announce that for the second year running they have exceeded \$50,000 in funds raised for Variety.

This year's Bash, known as The Golden Outback Bash totalled 2500kms. It started in the south of the state in Albany and roughly followed the path of the early gold prospectors to the Kalgoorlie goldfields. The route continued further north through the desert to Sandstone (population 81), before looping back to Perth.

Following a few mechanical problems during last years bash such as the front left wheel breaking off and a collapsing suspension, our 1973 Holden Statesman Deville was thoroughly serviced and then tested to ensure a smooth 2012 Bash.



From the start we had a few electrical problems, though they seemed fairly minor. About 60kms out of Kalgoorlie significant mechanical problems developed and after 4-5 visits from mechanical support during the day, we had to be hard towed the final 180kms to Sandstone.

Mechanics finished replacing the transmission and gear box at about 3am the next morning.

Many rumours have been going around about the minor damage to the tank on the top of the car. We would now like to set the record straight.



The car hit a tree, however only the tank was damaged - and the tree - thanks to the lightning quick reflexes of the driver that prevented a major accident causing more damage. Rumours such as the massive low

hanging tree/branch that ripped apart the display unit frame and the car bending so far back the doors don't open and close, are totally incorrect.

Day three was definitely into the great unknown. Starting in Norseman, the western end of the Nullarbor, the bash fleet took on some rough narrow roads through the desert and old mine sites. One particularly remote mine's very basic accommodation quarters had an historic Solahart Black Chrome 12. Of course Tony and Darryn had to do a full onsite check. Whilst there were some very strong arguments for a replacement, the owners were not to be found. Tony left a note offering 6 months interest free, on the off chance the owners returned.



The bash team would like to thank all those wonderful people who provide support and sponsorship. In particular the team would like to thank the WA Dealers, Rheem and Solahart corporate and our hardworking fundraisers for their strong and continued support.

With just over \$34,000 raised in the first year, back to back \$50,000 years and fund raising well underway for the coming year, the milestone of \$150,000 is very close. A very big thank you to all supporters, small and large, from the Bash team, Variety and the kids.

Another Bash car from the Solahart WA stable



L-R: Mall Huggert, Steve Carter, Rowdy Welbon, Paul World

A new car entered in this years Bash by the Solahart agent, Mall Huggert from Dalwalinu, a small wheatbelt town about three hours north of Perth.

With a 35 year old Mercedes as their mode of transport, a tank turret on top and Mall and his "Dally Diggers" team dressed in full army greens it was appropriate that the 'last post' was conducted each morning and evening of the Bash.

It should be noted that the Mercedes Benz Club of Western Australia were duly 'disgusted' when notified that a mint condition 35 year old Mercedes was doing the Bash.

The "Dally Diggers" boys were also supported by Solahart and along

with other local businesses raised over \$10,000 for Variety.



Co-op goes green with Solahart



Energy bills and greenhouse gas emissions will both be substantially reduced for the Ballarat and District Aboriginal Co-operative (BADAC) following the installation of new Solahart solar power panels on a range of the Co-op's facilities.

BADAC selected local dealer Solahart Ballarat to implement the renewable technology which could save more than \$12,000 per annum on energy bills and allow for an average annual greenhouse gas reduction of around 62,000kg* during the course of its lifespan.

Established in 1979, BADAC is the state's third largest Aboriginal Co-operative and provides assistance to Aboriginal people in the Ballarat district across a range of service

areas including health, welfare, art, culture, education, training and employment, emotional well-being and social inclusion.

CEO of BADAC, Karen Heap, said using the power of the sun to service the Co-op's energy needs is an initiative designed to help provide a financially and ecologically sustainable future for the organisation.

"The benefits to us long term are huge, as the costs of running a number of high-use sites is high, so by making the switch to solar power we will not only be reducing our carbon footprint but saving on our substantial power bills. We hope to one day not only be covering our own energy demands, but



supplying power back to the grid," said Ms Heap.

"Aboriginal people have always had a huge connection to the land so initiatives that help conserve the environment are important to our people," she added.

Chris Goode, Solahart State Manager for Victoria, South Australia and Tasmania, said the initial installation of photovoltaic panels on three of the Co-op's properties is part of a long-term plan to help the organisation 'green' all of its facilities.

"The Ballarat and District Aboriginal Co-operative should be applauded for its leadership in environmental sustainability and we look forward to working with them on this exciting initiative," said Chris.

Lion Air goes solar in Indonesia

Lion Air is one of the largest privately owned airlines in Indonesia with future growth ambitions within Indonesia and surrounding countries by investing in new Boeing 737-900ERs.

The company is continuously expanding its human resources capabilities and has recently built housing for their pilots and stewards in Balaraja city, 30 kilometres west of Jakarta. Up to 150 pilots and 600 stewards will be calling these housing facilities their “home away from home”.

Lion Air chose PT. Bernadi Utama, our Indonesian distributor, as their supplier



of Solahart solar water heaters to provide hot water for the new facility.

There will be almost two hundred 300L systems installed to cater for their hot water needs. This will save

Lion Air up to 65% in electricity costs and reduce their carbon emissions by up to 388 tonnes every year. A huge saving for the company and the environment.

Selected Energy shines at Sun City in South Africa



Sun International, the holding company of the luxury Sun City Casino and Resort, commissioned Selected Energy, the South African distributors of Solahart, to install six commercial hot water systems.

The resort, situated in the North West Province of South Africa, is home to four hotels, two of which boast a five star rating: a Vacation Club, operated as a timeshare resort by RCI, and extensive staff accommodation. South African electricity supply is under severe

pressure and Eskom, the major supplier of electricity has asked all large electricity users to reduce demand by 10%.

The first step was a test run on a staff village aimed at benchmarking the savings. Selected Energy installed a monitoring solution and later replaced an inefficient ring main system with fourteen Solahart systems. The total requirement was to provide 44,000 litres of hot water every day.



Selected Energy also replaced the electric geysers on 148 Vacation Club units with Colorbond skin fitted Solahart units.

The resort’s heated swimming pools required greater ingenuity. The Selected Energy team was up to the challenge and managed to heat the 1,200,000-litre Lost City pool by extracting energy from a nearby lake with AccentAir water-to-water heat exchangers.

Other projects include the heating of the 273,000 litre Vacation Club pool using an Accent Air air-to-water heat exchanger, the heating of the 900,000 litre Cascades hotel pool, producing 400,000 litres of hot water for the hotels and the recently announced 200+ Solahart installation on the Sun City staff village.

In harmony with the environment

Selected Energy's commercial division is proud to announce its involvement with the Harmony Masimong Shaft 4 community residential unit development in Welkom, South Africa.

The project to provide 416 housing units with a solar thermal solution, started in June 2011 and was completed in June this year.

"We installed 163 high pressure Solahart 302J units. The project initially started out as a heat pump project, but after consulting with the client, a better solution was presented that featured Thermosiphons. The project therefore changed to a solar water heating solution," said Chris Elliott, renewable energy technical consultant at Selected Energy.

The storage capacity of the Masimong installation amounts to 47,000 litres, with a combined collector panel surface of 650m². The Selected Energy team also installed prepaid hot and cold-water meters as part of the company's turnkey solution.

Selected Energy's general manager, Wayne Bedser, added that the residents will now save more on their household expenses as the pre-paid meters allow them to purchase hot water at a lower cost.

The 163 high-pressure Solahart solar water heaters will provide an estimated saving of 800,000kWh per year.

"It was a great experience for us to assist the Department of Human Settlements to adapt to a more



sustainable approach to social housing. We hope to see more projects of this nature in the future, as it will greatly benefit the community." concluded Elliott.

Solar savings for recreational centre in India



The Ahmedabad YMCA International Centre is the biggest recreational facility and the most prestigious, landmark project in Gujarat, Western India. Solahart were awarded the contract for the total water management solution for the centre and its range of luxurious facilities. Worth

20 million Rupees, the project included swimming pool filtration, sewage and effluent treatment plants and water distribution systems. The centre uses 6,000 litres of water per day so 20 x 302J systems were installed to provide the hot water supply.



The project was secured thanks to the hard work and effort the team put in to convincing both the client and consultants of the benefits of Solahart. It also helped that the consultants were very familiar with Solahart. The YMCA is now saving on hot water bills and they are very happy with their Solahart products.



Joe De Aizpura on his way to Santiago



The finish!



A long and hilly road ahead!

A memorable journey

Some time ago Joe De Aizpura, our Queensland Manager, decided to review his bucket list and there at the top of the list was an entry headed 'complete the Camino de Santiago'.

The "Camino de Santiago" is a religious pilgrimage, dating back to the middle ages. The pilgrimage or the Camino can take many routes, the most popular being the Camino Frances traditionally starting from a small village on the French side of the Pyrenees called St Jean de Pied de Port and finishing at Santiago - Spain some 800km west. Most pilgrims walk this distance but you can also go on mountain bikes or even horseback.

Joe had decided to take on the challenge and walk the whole 800kms in about 35 days. To ensure he gave himself a better than even chance of completing this challenge he clearly had to get some miles under his feet and train.

"After a considerable amount of preparation I set off from France and walked through and over the Pyrenees and into Spain on the first day covering about 27kms. I felt pretty good and quite confident going uphill, however, going downhill makes your body move in unusual ways. In a nutshell the Camino and the journey itself exceeded all my expectations, from the landscape to the people

and of course the food and wine but from a physical point of view it took its toll, but it was worth it." Said Joe.

Finally after walking with a 10kg backpack on an average of about 25km a day Joe arrived in Santiago.

"I had met so many wonderful people along the way so needless to say there was much celebration in this wonderful city.

A big thanks to Steve and Chris for allowing me the time I needed to complete the walk as well a special thanks to Russell for holding the fort while I was wandering about Spain drinking red wine and eating great tapas. Ole!"

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