



JUNE 2012 IN THIS ISSUE

A First for Dubai

Page 2

Successful Exhibitions in Italy

Page 5

Solahart Goes High

Page 6

Helping Our Communities

Page 7

Great Results in Brisbane

Page 12

Global Opportunities in Challenging Times



Conrad Blom (left) & Chris Elliot (right) from Selected Energy at Accent Air, Liverpool, NSW inspecting some of the units destined for the Sun City project.

To say we live in challenging times is a major understatement. The global economy continues to lurch from crisis to crisis. Share markets worldwide plunged in May due to a fresh wave of uncertainty. Australia was no exception with \$100 billion value lost in a single month. A convergence of three familiar factors was the culprit: the ongoing problems in Europe, in particular Greece and now Spain; weak growth out of the US; and signs that China is also slowing. Add to this the still high Australian dollar, removal or reduction of government incentives, waning consumer demand and increased pessimism, is making life very "interesting" for the Solahart international team.

Australian manufacturers like Solahart are facing ever increased competition. Despite this backdrop, opportunities still remain and Solahart international is holding its own against myriad threats and unfavourable market conditions. The real strength of Solahart is in its extensive market reach. There are pockets of growth and opportunity and we have the ability to capitalise on those when they arise.

A good example is Dubai, which mandated the use of thermal solar

in March this year. Only registered manufacturers can supply products. Solahart was the first manufacturer registered under this scheme and played a role in setting the performance requirements. We could do this as we have a strong presence on the ground in the region.

Another example is South Africa, where the Solahart distributor Selected Energy just secured a large project for Sun City Resort. The project consists of 148 Solahart 302 KF systems and 29 80 kW air-to-air and air-to-water heat pumps. This is a tremendous result and reflects the technical and commercial expertise of our distributor backed up by top quality support from Solahart.

To paraphrase Shelley "if winter comes, can spring be far behind?" Solahart International is showing that even in the depths of this global economic "winter", optimism, perspective and perseverance are prerequisites as we await the return of "spring."

Robert Frazer
General Manager International



A First for Dubai – Hybrid Solar/Heat Pump System

Ecoval Middle East has just completed the first of what should be many hybrid Solahart solar heat pump installations in UAE.

As Jim Sebastian, General Manager of Ecoval Middle East, explains, "Our client was looking for a unique hot water system that used available natural resources to save energy. This is typical of the current approach of building owners with green building practices becoming increasingly popular."

The Emad apartment complex was originally designed with electric water heaters and was due for completion within a few months. During a chance meeting between Jim and the client at a trade fair in Germany, discussions took place on the potential of converting the electric heaters to a Solahart solar water heating system. As there was limited roof space for the Solahart collectors Jim introduced the client to the Accent Air Water to Water heat pump technology.

The system uses the unique Solahart drain back technology. The fluid in the system is initially heated using the roof mounted collector panels. Once maximum solar gain is reached, the heat pump automatically tops up the Heat Store to the required 60°C storage temperature setting.

From this heat load the Accent Air heat pump will extract 3°C of temperature to then heat up the potable water in the Solahart storage cylinder. The system offered to the client was specifically designed to suit the parallel conversion of the building from residential to hotel apartments.

The installed system is a Solahart 5,000L DBS Heat Store II storage vessel, supported with 45 Solahart LC solar collectors and an Accent Air HWW60 Water to Water heat pump.

The simple and unique design of the Accent Air Water to Water heat pump derives its heat load from the building's reticulated chilled water return circuit. As the heat pump effectively pre-cools the water entering the chiller, the energy requirement is substantially reduced.

Once the system was commissioned, Jim was quoted as saying, "after years of selling snow to the Eskimos, selling this new idea was not a difficult task. Within two months of this chance meeting in Germany, the idea of a solar hot water system backed up with a water to water heat pump was sold." This system is a first in this region says Jim and will ensure the client's hot water needs are met with substantial energy and cost savings.

A second such system is currently being installed at the Holiday Inn Hotel in Bahrain.

Our congratulations go to Jim and his team at Ecoval Middle East. Well done to the hard work and excellent job in not only winning and installing the first system but to follow up with a first for a high profile hotel chain in Bahrain.





Supporting Villages in Zambia

Chipata is the main town in Zambia's Eastern Province. Rural-urban migration has contributed to a growth in Chipata's population and has led to a particularly high rate of family breakdown and child abandonment.

Around one in six of all children in Chipata are orphans, compared to one in 12 in the general population.

The UK charity SOS is developing the SOS Children's Village in Chipata. The village will consist of 13 family homes, a Family Strengthening Programme and a medical centre. The project will also include constructing classroom blocks and equipping the neighbouring Dam View Community School. Chipata Village will be home to 180 orphaned

children and will offer support to over 1,000 beneficiaries in the community.

Solahart have supported the town and installed thirteen 300L Systems and eight 180L systems on the new buildings.

We wish them every success in this fantastic project.

PT Bernadi Utama Bi-Annual Dealer Meeting

The PT Bernadi bi-annual dealer meeting was held in March this year in Semarang, Central Java, Indonesia.

Held over three days the meeting focussed on sales, product training and celebrating 30 years of partnership between PT Bernadi and Solahart.

With recent sales going so well the team were encouraged to keep focussed on their targets, this was helped along with a talk from a motivational speaker at the beginning of the meeting.

The following days were focused on domestic and commercial products and the celebration of performance and site visits.

Awards were also presented to 22 out of the 40 PT Bernadi Dealers for their outstanding work and achievement at reaching their sales targets.

The 3 day meeting was capped off with a gala dinner celebrating the

30 year partnership where a great deal of fun was had by all with plenty of singing and dancing.

PT Bernadi, together with Solahart will work closely with the dealers to ensure outstanding sales and service for years to come.





Mr Khawaja Tahir Jamal and James Browne (Solahart).

Solahart Welcomes ‘SunTech Power Systems’ in Pakistan

The Islamic Republic of Pakistan has an increasing population estimated at almost 190 million in 2012. The effect of this growth in population is an increased demand on power usage with shortages now occurring on a daily basis. Although inconvenient to households, it has a major effect on business. With this in mind the Khawaja group who specialise in glass manufacturing could see an opportunity for renewable energy products.

Last year Mr Khawaja Tahir Jamal (TJ) expanded the operations by signing an exclusive contract with ‘Solahart’ and taking their first container of products. TJ has plans to open a solar green shop in Islamabad where the focus will be on renewable and environmentally

friendly products. The shop will be a place where people can come and educate themselves on available products and the potential savings that can be made for both homes and businesses when installing systems such as a Solahart.

In the last 9 months there has already been a number of key installations in Islamabad with many of the local Embassies installing Solahart solar water heating systems for the staff accommodation blocks. Domestic systems have also been sold into Lahore as TJ and his team push their dealer network throughout Pakistan and down to Karachi.

Solahart Solar Water Heaters Warm Baboons

Wilken Solar have for many years worked with various large property owners in both Kenya and Tanzania including prestigious Bush Camps.

As you can see from the photo below, the wild life like to use the Solahart solar water heaters for warmth on cold winter nights. Fortunately the flat panels have been designed to be hail resistant and can take heavy loads such as baboons.

There is a misconception that Evacuated Tubes, which are becoming more popular, would be safe in a similar environment, however they would never hold the weight of a baboon, therefore risking the potential breakage of the non-tempered glass tubes.

The Solahart solar collector glass is made from “Low Iron Tempered Glass” and would break safely into tiny granular pieces whereas Evacuated Tubes break into sharp shards of glass similar to a light bulb with the potential to injure the wildlife, staff or guests for that matter.



Success at Two Major Exhibitions in Italy



At the Milan Fair Stand from left to right: Chris Mundy (Solahart Australia), Rob Reijnen (Solahart Europe), Juan Luis Cárdenes (of Yuba), Denis Avery (Solahart Australia) and Juan Cárdenes (of Yuba).

Recently our Italian distributor Accomandita successfully showcased the complete range of Solahart products at two major exhibitions.

Their stands displayed Thermosiphon systems, BT collectors, E-Series and the brand new S-Series.

The first exhibition was the 38th Mostra Convegno Expocomfort which was held in Milan from March 27– 30. This global event incorporates the heating, air-conditioning, refrigeration, plumbing and bathroom sectors.

Attracting over 155,000 visitors from all around the world, the exhibition showcases future heating and plumbing technology and has become a major meeting point for industry members.

Accomandita joined more than 2,100 exhibitors from over 58 countries presenting their products and services across 325,000 square metres of exhibition space.

Solahart demonstrated commitment with the attendance of Chris Mundy, Denis Avery and Phil Kordic from Solahart Australia and Rob Reijnen from the Solahart Europe Office.

The Accomandita stand was also visited by some of our global key distributors including Ecoval from the UAE, Yuba from the Canary Islands and Digal from Portugal.

The second exhibition was the 13th SolarExpo held in Verona from May 9 – 11. This is the leading trade fair in Italy and among the top three events held worldwide that focuses on renewable energy. For the solar sector, this is a true B2B event with highly qualified visitors and buyers.

More than 52,000 people visited the fair to view the products and services displayed by over 1,200 exhibitors on an exhibition space of 120,000 square metres.

Rob Reijnen of the Solahart Europe Office was present to assist Accomandita during this important event.

Accomandita introduced and achieved the first quotations for the new Solahart S-Series. They also used these 2 exhibitions to further drive their new strategy “La Forza della Qualità.” This strategy is based upon the strength of quality.

Accomandita is planning to build a Quality Force Team, signing contracts with 2000 plumbers, engineering companies, builders, service centers and sales companies as a powerful quality promise for their customers. Despite the difficult economic situation in Italy, Accomandita is convinced that quality will always be the main driver for profitable growth.

According to Accomandita, their huge investments in these 2 major exhibitions will result in successful business for Solahart in Italy. Now Accomandita has a big challenge ahead to follow-up with all the new sales leads.



From left to right: Andrea Croci, Alberto Croci, Gaio Croci (all Accomandita) and Rob Reijnen (Solahart Europe) at the stand of the Verona fair.

Solar Cities Program

The Australian Government's \$94 million Solar Cities program is designed to trial new sustainable models for the supply and use of electricity. Administered by the Department of Climate Change and Energy Efficiency, it is being implemented in seven separate electricity grid-connected areas around Australia - Adelaide, Alice Springs, Blacktown, Central Victoria, Moreland, Townsville and Perth.

The Perth Solar City Program is the most comprehensive energy efficiency initiative in Western Australia. It is a unique partnership of industry, government and the community all working together to change the way is produced, used and saved.

Solahart is a proud commercial partner of this program and we have been working hard together with our Perth dealers to spread the word about the huge energy savings available with Solahart solar water heaters.

Solahart and Perth Solar City have been helping with the offer of a \$1,100 discount for participating households who switch to hot water free from the sun. So far we have installed over 900 units under the program with the goal of achieving 1200 before the program closes at the end of September 2012.



Left to right – Rebecca Hardgrave, John Mortimer, Venetia Davies, Jai Thomas, Mark Goninon, Luke van Zeller, Tim Hedger & Andrew Blaver



Australian Solar Technology on a High

Aconcagua in Argentina is the highest mountain in South America at 6,962 metres and one of the world renowned 'Seven Summits', a major challenge for mountaineers who want to climb the highest mountains on each continent.

The last camp before attempting the peak of the mountain is called "Plaza de Mulas" ("Donkeys Square") which is located at 4,500 meters above sea level.

Each season this base is visited by hundreds of mountaineers from all over the world. It is so popular

that you have to book your spot a couple of years in advance.

As you can imagine providing services at that height is very difficult and Grupo Solar were asked to design a solution to provide at least 30 hot water showers per day.

They were excited by the challenge and saw an opportunity to publicise the great benefits of Solahart and agreed to install three Solahart solar water heaters (181J SERIES) for free in return for filming the installation.

It was quite an expedition; the collectors and tanks were transported by helicopter to the camp while the installer and materials took a 5 day round trip on foot supported by pack donkeys. The whole trip and installation was filmed by a professional crew to make a documentary titled 'Solahart Goes High.'

It was a huge opportunity to spread the word around the world that Australian Solar energy technology is now installed in the Aconcagua mountains, one of the incredible places in the world.



Helping a Local out...

One of our newest dealers, Solahart Manning Great Lakes held a fundraising event for a local teenager who is battling leukaemia.

The aim of the event was to raise as much money as possible to donate to the teenager's Taree family to help them with the costs associated with the travel, medication and treatment.

Paul Mackie created an event showcasing the product range (supported by his suppliers), with donations made for any purchases or future sales from quotes booked on the day.

It was also a great way to let everyone know that Mackies are the new Solahart dealer in the area. The showroom, signage on the building and the vehicles looked great!

Despite rain on the day it was a huge success. There was face



painting and a clown for the kids, an outside broadcast from the local radio station, with live crosses to the event and a very welcome sausage sizzle.

Staff donated their time and the atmosphere was fantastic, a substantial sum of money was raised which will help with some of the expenses the family is incurring.

Well done to Paul and his team for a fantastic effort and a great example of how you can contribute to your local community.

New Dealer in Townsville



Left to right – Rodney Heathcote, Tash Rainford and Ian Hill

Townsville heated up on May 1st with our newest dealer opening their doors.

After an extensive search we are pleased to welcome Rodney Heathcote to Solahart.

Rodney Heathcote is no stranger to business and hard work, with energy levels and enthusiasm up to 9 on the Richter Scale.

Rod's background has its beginnings as a fitter and turner and from there he moved into the automotive trade where he really did his time and sowed the seeds of success. Rod has had experience in sales and service and this is evident with one of his current businesses, Motor Vehicle Refinish.

Rod has the vision to see that solar is the industry to be in for now and the future and he has quickly developed a real passion that is already making a big difference.

Rod and his team have a great desire to be the number 1 dealer and given the energy levels and plans already in place we have confidence that he will give it an almighty shake.



Humour in the Downpour

During the Queensland summer of natural disasters in 2010/11 the people of Rockhampton bore the brunt of torrential rain and widespread flooding. With all the pain and suffering caused it seems amazing that the public could still have a great sense of humour.

The cartoon above was drawn by a Solahart customer from Depot Hill, who was badly affected in the floods. The disaster was captured so eloquently in this cartoon depicting the mayhem around them, yet in all the drama the trusted Solahart didn't let them down.

Solahart Helps a Koala Cross the Road....

We have all helped a little old lady cross the road but who can say they helped a Koala?

On a recent road trip to do some quotes our Hunter Valley dealer, Scott Ostini, came across an interested bystander.

It seems the koala was keen to listen to what Scott had to say, but Scott just couldn't get him to buy. He was in the middle of moving trees and the Koala couldn't get through on interest free. I think Scott may need to work on overcoming objections, perhaps some retraining is needed!

It's not very often you find a koala in the wild just sitting so placidly on the side of the road. Very cute...



From left to right: Awards being presented to Paul Evans, Mick Allen, John Maclean.

"In Hot Water" with Solahart

Hosted by the Palmerston Game Fishing Club, Team "In Hot Water" was sponsored by Solahart in the 17th Club Marine Barra Nationals, held on Northern Territory's Daly River in April.

The barramundi, or 'barra' as it is known locally, is one of Australia's most challenging fish for anglers.

Places fill quickly in this popular tournament and this year around 60 teams (180 competitors) from all over Australia, battled it out along 75kms of the Daly; flicking, trolling and mixing it with the best, in barra fishing heaven. The tournament runs for five days and is not for the faint hearted with long days fishing and long nights talking about the ones that got away!

For the competition, only fish over a metre long are eligible. Practice runs before the competition saw the Solahart boat net a 101cm and a 110cm barramundi as well as many other large fish. The river conditions were perfect for a great week of fishing for the Barra Nationals, however some late rain muddied the river and an unfortunate episode with a log meant that team "In Hot Water" had to fish hard to keep up with the front runners.

Despite this, 2012 saw a record 23 barramundi over a metre long caught with the biggest being 117cm. The Solahart team was well noticed on the river but failed to catch a required metre fish during the competition. The last day saw

the team finish around mid field. The team's 'claim to fame' is winning the Full Stop Award for coming to an abrupt stop in spectacular style! This is the second year the team has been up on stage to collect this award. We will have to see if it will be a hat trick in 2013!

Team Captain John Maclean from Gold Medal Services in Darwin said, "The support from Solahart is absolutely fantastic in the local plumbing industry and our broader community. NT Manager Janese Walkey is a wonderful supporter of local events including the Barra Nationals, Broads Barra Bash, plumbing and building golf days, football and much more. Solahart is certainly a leader in community support."

Gold Medal Services is a local service agent for Solahart and Rheem. The solar hot water market has changed dramatically with many more products available. In the 16 years the business has been operating in the Northern Territory, it has proudly installed Solahart product because of its quality and after sales service.



From left to right: Paul Evans, Mick Allen, John Maclean.

Opponents Feel the Heat

Our team "Take a Chance" is set to shine and our netball opponents at Indoor Sports Arena, Hollingsworth Street, North Rockhampton are really feeling the "heat" as now we are proudly sponsored by Solahart and the Power Saving Centre,

Rockhampton. The heat is on and our "hot" players are:

From front left to right: Candice Atwood, Lynelle Hawley, Jess Edgar, Katrina Hawley.

From back left to right: Usher Ralphs, Toni Hinton & Ralda Keily. Missing from photo: Georgina Pickering & Shannon Bean.



Darwin Expo



Celia Byskov with a friend at the Expo.

The 2012 Darwin Life and Home Expo was held at the Darwin Convention Centre April 28-29 and proved to be a great event for the Darwin dealership, Top End Solahart.

With the onset of the dry season, the Darwin Expo was the first event for the year and was an indication of what's in store for the already busy Top End team.

Grant Miller and Celia Byskov waved the Solahart flag over the weekend and were astounded by the number of people the stand attracted and also the number of enquires taken. Whilst the opposition did have the complete solar package (with both PV and SWH) giving them the advantage, the Top End Team generated a number of PV leads to follow up on.

As part of the Top End Solahart/Solahart Darwin campaign, a \$300 travel voucher was offered to all customers who purchased a 302L unit before the 18th May. This incentive proved to be a huge success for the team in what can only be described as a slow market at present.

The team at Top End Solahart continue to be the leaders in hot water in the Darwin market due to their trade skills, highly trained office and management staff which the Territory's wildlife just can't get enough of.

HIA/Solahart Annual Golf Day

The HIA/Solahart Annual Golf Day was held on Friday 11th May at the popular Palmerston Golf & Bowling club. The event was attended by 120 golfers who kicked off the day with a BBQ lunch followed by a round of golf.

It was a warmish day of 30°C with a strong breeze at times, just to

keep the humidity at a reasonable 70%. The drinks buggy was popular quenching the players' thirsts.

Unfortunately the Solahart team did not have a successful day on the course, but we sure had plenty of fun.



From left to right: Scott Duncan, Gary Norris, Terry Burnett, Brad Stankiewicz, Janese Walkely.

Solar Centre Promotes Solahart At Toowoomba Show



Left to Right... Sher (SJP Promotions) with customers, Luke Best (centre) and Daniel Rodda (partly obscured) with customers.

Solahart Darling Downs made a strong appearance during the recent Toowoomba Autumn Home Show.

All partners in the business took turns to keep their stand fully manned and they also had a specialist promotional company to engage passing consumers during the exceptionally busy times to ensure they maximised every opportunity.

Malcolm Davison reported almost 90 leads with a growing volume of interest noted in solar power. Solahart solar hot water was prominent with the 151J system Dealer's mobile display there for all to see.

The Darling Downs area has a large number of Show and Field Day opportunities at which Solahart is a regular and central exhibitor as it draws patrons from many hundreds of kilometres away.

Solahart Sunshine Coast Goes BIG!



Dealer principal Vince Holland and the team have recently moved into a larger purpose built Solahart complex.

Over the past three and a half years Vince and the team have done an outstanding job within the dealer territory, growing both SHW and PV. The new complex has been designed and built with the express purpose of increasing customer satisfaction from first contact to final installation and servicing, all critical drivers for success. The team at Solahart Sunshine Coast are very sales focused and understand that inbound calls are their lifeblood ensuring a smooth customer experience from start to finish.

Vince sees a bright future for both technologies and has invested accordingly. He has invested in installation capacity, sales people and operations and these actions will allow Vince to ride current and future sales trends.

Winners are Grinners

In a recent promotion with the Home Renovation section in the Perth Community Newspapers two lucky winners won the ultimate energy savings package - a Solahart solar water heater and 1.5kW solar power system worth \$11,000 each. As part of the promotion Solahart got major exposure in the printed papers and also online plus follow up stories on the winners. Kerri Regan of Parkwood and Millie Skender of Nollamara. We're sure they'll be grinning when they see the savings on their next energy bills.



Primary School Slashes Energy Bills



Energy bills and greenhouse gas emissions will both be substantially reduced for Shepparton East Primary School with the installation of new Solahart solar power panels on the roof of the new primary school building.

The eco-conscious school worked with their local solar experts, Solahart Shepparton, to install the renewable technology which could save the school more than \$5,550 on energy bills annually and allow for an average greenhouse gas reduction of 28,700kg per year.

The school's Principal, Trent McCrae, said using the power of the sun to service the substantial energy needs of the school is part of a long term sustainability plan, "The addition of the Solahart systems will have tangible benefits and will also help educate the wider community about the benefits of renewable technology."

Jade Tucker, Manager of Solahart Shepparton, said his team was proud to be involved in the project which demonstrates the school's commitment to providing a cleaner, greener future for its staff and students.



Solahart Take on the Rabbitohs...

The Solahart internal admin team combined with Solahart Southern Sydney to form a formidable touch football team to take on the mighty Rabbitohs South Sydney Rugby League team.

The Solahart team had a wealth of experience and a ton of talent. They were blessed with some very speedy outside backs in the form of Josephine Finianos and Caitlin Rogers. There was muscle up front with Paul Johnson and Steve Swann and fancy footwork provided by Craig Sinclair and Michael Albanese in the halves. When you combine all of this with the athleticism of John West, the guile of Eric Ferguson and the tackling machine that is Mark Smith from Solahart Southern Sydney you can understand the Rabbitohs trepidation.

Upon the Solahart teams arrival it was clear the Rabbitohs were worried. There was a tour of the Redfern Oval training facilities and an insight from the head coach of the Rabbitohs on how they prepare for such a potentially gruelling encounter.

The time had come for the head to head challenge, nerves were racing and adrenaline was flowing. It's not until you're next to these guys

that you realise just how big they are. Out came the refs and a good decision was made to mix up the teams (clearly the Rabbitohs were worried about Solahart's reputation and steely eyed determination).

After 10 minutes it was clear that the Solahart team's fitness was below par, as the professionals were very fast. The game ended with a well deserved draw and a BBQ for both teams. A great afternoon was had by all.

A huge thank you goes to the team at Solahart Southern Sydney for organising the fun afternoon and of course to the South Sydney Rabbitohs who were fantastic ambassadors for their club and the game. Go the Rabbitohs in 2012.



New Game Plan Nets Big Results at the Brisbane Home Show



The new Solahart stand before the show opened.

Solahart has once again strongly committed to the Brisbane Home Show scene.

This year the venue moved to the city's RNA Showgrounds where Solahart took a 60sqm display in the centre of the main exhibition pavilion. There was close to twenty Solar Power and Solar Water Heater Exhibitors amongst more than three hundred exhibitors in six pavilions.

Solahart took a different approach to this show, pre-training all rostered staff before the show to ensure a common and professional look across the stand and engaging specialist marketing personnel to supplement the Brisbane Dealers rosters.

At times, there were eight Solahart representatives working the stand resulting in close to 400 leads equally representing solar water heating and solar power.

The leads were recorded daily both manually and on iPads and all were distributed to the relevant Dealership the next working day, resulting in prompt follow-ups.

The success of the show has already provoked a commitment from Solahart to reserve the stand for the next major show.



Solahart Brisbane North Dealer, Jock Barton, explaining the Streamline system.

Two Great Ways to Save

Long time Solahart customer Greg Fletcher took the opportunity when the roof of his family home was being renovated to update the existing 24 year old Solahart system with a new 302KF model.

At the same time Warren Ross (Solahart Wimmera Mallee dealer) discussed further ways that the Nurrabiel (Southern Horsham, Victoria) family could reduce their power bills with the installation of a Solahart 2.45 kW solar power system.

Greg took Warren's advice and now has a roof fitted with a 302KF and PV panels.



Another happy Solahart family taking advantage of hot water and energy free from the sun.

Solahart Australia
PO Box 6
Rydalmere, NSW 2116
Telephone: (02) 9684 9100
Facsimile: (02) 9684 9180
www.solahart.com.au

Solahart International
112 Pilbara Street
Welshpool, WA 6106
Telephone: +61 8 9351 4600
Facsimile: +61 8 9351 8034
www.solahart.com

Hartbeat Editor: Una Morrison
Email: una.morrison@solahart.com.au
Telephone: (02) 9684 9232

