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Australian Dealer State Conferences

July/Aug 2014 sees us holding a series of State Conferences for our Australian Dealers as we launch into a new financial year with a fresh set of challenges and opportunities. We are continuing on with the tradition of staging a National Conference every two years with State based events during the in-between years. This allows us to get in front of our dealers in a more relaxed setting where we can discuss State issues as well as introducing a series of key National initiatives. While the focus is on navigating a path forward at these events, we will also recognise outstanding dealer achievements over the past 12 months.

Due to the current political uncertainty around the Renewable Energy Target, the Carbon Tax and the Government's Direct Action policy, we have chosen the theme "Good to Great – focus on what you can control". The second part of the theme is about ignoring the external noise which we have no control over and focussing on our people, our products and our proven processes to build a business that is less reliant on Government policy to grow and succeed. Then if we get a good policy outcome, it's a bonus!

We say it time and again – the fundamentals are still there with already high gas and electricity



prices and a market of 700,000 water heaters installed each year in Australia. With the savings that can be made it now makes more sense than ever for householders to go solar, be it hot water or PV.

We are expecting strong participation at each of the events and as always

there is much anticipation over what will be launched and discussed as well as who will win the awards.

We are looking forward to a strong and profitable year ahead for the Australian Solahart network in our quest to grow the market and our share.

ADELAIDE

Lakes Resort reaps the rewards of solar



The Thermosiphon units installed at the Lakes Resort Hotel.

The Lakes Resort Hotel at West Lakes in Adelaide recently set out to reduce their energy bills by over \$5,500 per month. These savings were achieved progressively over a twelve month period, helped largely by installing 30kW of solar power and removing the heavy duty gas storage plant that serviced the laundry, kitchens, bars, function rooms, bistro, bathrooms and pool area. The complex was using between 6,500 and 8,000 litres of hot water per day, burning

1,550 Mj of natural gas, which was costing the hotel in excess of \$13,000 per annum. In consultation with the Rheem commercial team in SA, a solar hot water solution was designed that was capable of reducing this energy usage by upwards of 35%. When the cost of replacing the existing plant was taken into account the financial payback for this project was less than 5 years.

The changes culminated with The Lakes Resort Hotel being

'BEST ENVIRONMENTAL PRACTICE & ENERGY EFFICIENCY' -WINNER 2014

awarded the AHA National 'Best Environmental Practice & Energy Efficiency' winner for 2014 at the recent Australian Hotel Association Awards.

NORMANVILLE

Solar Hot Water now the norm in Normanville



The four installed Solahart 302L Freeheat solar hot water heaters at Normanville Caravan Park.

Local dealers Gary and Trish Hogben from Solahart South Coast have worked closely with the CEO of the Yankalilla Council to deliver a solar hot water solution aimed at halving the councils massive LPG costs attributed to their old hot water plant. The final installed plant is four Solahart 302L Freeheat solar water heaters boosted by four Rheem Internal 27 continuous gas units.

On the day of commissioning, some of the local caravan park residents tested the new system out and gave it a big tick.

A SOLUTION AIMED AT HALVING THE COUNCILS MASSIVE LPG COSTS

BACHELOR

Solahart create Batchelor party



The new Solahart 302J systems installed at the Batchelor Holiday Park.

Travellers staying at the Batchelor Holiday Park, near Litchfield National Park, can now look forward to enjoying a nice hot shower free from the sun at the end of each day thanks to 3 brand new 302J Solahart solar water heaters!

Jim and Julie Leech purchased the park in Feb 2013 and since then they have been constantly upgrading the park facilities and replacing the existing hot water units were high on their priority list. Jim estimates that before the new solar water heaters were installed it was costing him about \$7 per day to provide hot water for only 6 to 10 people during

the traditional Top End wet season. With the park capacity at just over 50%, there has been no shortage of hot water for the park's guests. And, the electric boosters still haven't been used!

THERE HAS BEEN NO SHORTAGE OF HOT WATER FOR THE PARK'S GUESTS

ILLAWARRA



Chris Jurak, the new Solahart dealer in Illawarra

A new face in the 'gong!

A big welcome to Chris Jurak who has recently joined the Solahart Team. Chris commences as a Solahart dealer in the Illawarra region which encompasses Wollongong and the Southern NSW Highlands. Chris has extensive plumbing experience including installing many Solahart systems over the last few years. He sees a great opportunity to grow the Solahart brand in both solar hot water and solar power in the region as consumers continue to look for ways to reduce their energy costs.

CHRIS HAS EXTENSIVE PLUMBING EXPERIENCE INCLUDING INSTALLING MANY SOLAHART SYSTEMS.

REECE



Prue Armour (Coconut Grove), Karen Townsend (Stuart Park), Janese Walkley (Solahart) and Kath Newman (Palmerston)

A top day in the Top End

A big day for all recently in Darwin, where Solahart conducted product training with new showroom staff and new counter staff for Reece Plumbing stores. The training was held in the training room at the Coconut Grove branch.

The objective of the training was to increase the staff's product & technical knowledge including the differences

between 302L and 302J units, how they are installed on cyclone brackets and components that make up a complete system.

Special thanks to Janese Walkley, Darwin Branch Manager, who conducted the training. All attendees found the training very informative and helpful and more will be held in the not-too-distant future.

BRISBANE

A changing of the guard in Brisbane

After 20 years as a Solahart dealer (Brisbane South and Brisbane South-East), Peter Haddon has left to pursue his other business interests. This timing was perfect for Robert and Cara Fluerty in Brisbane South, and Craig and Jackie Hamilton in Brisbane South East to take over Peter's businesses.

Robert has operated his own plumbing business on Brisbane's Southside for some years (undertaking most of Peter's installations in that time) and

jumped at the chance to take over this great Dealership area. Robert and Cara and their team are focused on Customer Relationship Management and have also taken on the Bizwatch programme to assist in their database management. With such a strong plumbing background on Robert's side and Cara's administration and outgoing people skills, they make an ideal combination as new Solahart Dealers.

Meanwhile, in South East Brisbane, Craig and Jackie have expanded their plumbing business into a fully blown Solahart Dealership. Craig has also had a long association with Solahart, having undertaken numerous installations and service work for Dealers. Craig's team member, Mason Schreppel, is equally excited about their commitment to Solahart.



Left: Cara and Robert Fluerty Right: Craig and Jackie Hamilton with Mason Schreppel

BRISBANE



Wendy Seeto (Solahart Dealer Principal - Strathpine) serving happy Home Show attendees.

Solahart right at home at Brisbane Home Show

This year, the Courier Mail Home Show had a new home - the Brisbane Convention Centre. Solahart took a centrally located stand positioned strategically near other prime brands such as Ikea and Masters. Even with a strong roster of Dealers and their teams to work the stand, there were

WELL OVER 200 PEOPLE SIGNED UP FOR FREE IN HOME SOLAR QUOTES

times when 5 on the stand were not enough to handle the volume of enquiries. Where this occurred, we engaged the services of a marketing team who were able to capture all other enquiries. There was an equal volume of Solar Hot Water and Solar Power enquiries along with numerous combo leads resulting in well over 200 people signing up for Free In-Home Solar Quotes. Most leads were followed up by the next working day. Well done to all involved!

HERVEY BAY

Solahart Hervey Bay makes Susie's day

This February, Darren Page, Solahart Hervey Bay Dealer principal, ran a competition asking people to write why they needed a Solahart system. The winner, Susie Reynolds and her partner, won a \$14,000 Solahart solar package including a Solahart 302L and a 3kW PV upgradable system. Now, thanks to Solahart Hervey Bay, they expect to halve their \$800 quarterly electricity bill. Ms Reynolds praised the staff at Solahart Hervey Bay for their expertise in consultation as well as the professionalism showed during the installation and commissioning stage of the systems.



MS REYNOLDS PRAISED THE STAFF AT SOLAHART HERVEY BAY FOR THEIR EXPERTISE & PROFESSIONALISM

BUNDABERG



The 1929 Chevy in Bundy.

Solahart Bundaberg adds old Chevy to vehicle fleet

It's not too often that you see old Chevrolet Trucks on the road but Justin "MacGyver" Mitton (Manager of Solahart Bundaberg) has gone to great lengths to promote Solahart using his 1929 Chevrolet 1 ½ ton Flatbed truck. The sign writing on the faithfully restored vehicle has been done by Justin himself, in true 20's style. Since completion, the truck has been involved in local Parades, Agfests and Shows. Recently, Justin and the Bundaberg team took the truck to a local Agrotrend show where it drew a fantastic crowd.

THE CHEVY IS A GREAT ICE-BREAKER TO TALK TO CUSTOMERS

Whilst answering questions about the truck, Justin found it a great ice-breaker to obtain details from customers about their solar preferences... he said it created a great volume of leads. What a fantastic promotional tool.

BUNBURY

A great solar memory from Bunbury

Solahart Bunbury, located in the South West of WA has 10 agents, all of which are regularly called on by Dealer Principal, Tony Schirripa. Agent for the Bridgetown area is HC Jones Plumbing Co, owned by Ken Webb. Ken started with HC Jones as an apprentice when he was 14 yrs old. One of Ken's first installation jobs was a solar water heater, known back then as SW Hart. Not only was the pitch frame made of timber, the insulation in the collector was sawdust! Ken recalls removing the same system about 10 years ago. Not long after completing his apprenticeship he bought the business and is still going strong some 40 years later. The business today is all about the family with Ken's wife, son and daughter in law, all working there.



Ken Webb and Tony Schirripa

ONE OF KEN'S FIRST INSTALLATION JOBS WAS A SOLAR WATER HEATER, KNOWN BACK THEN AS SW HART

LGEEP

WA Dealers LGEEP into action



Sorrento Surf Club after the Solahart installation

Congratulations to Solahart Bunbury, Geraldton, Joondalup, Mandurah, Osborne Park and Rockingham who together have installed over 50 systems as part of the Local Government Energy Efficiency Program (LGEEP). LGEEP was a \$24m non-competitive grant program to assist local governing authorities install solar water heaters to drive smarter energy use in their buildings and community facilities, particularly where those authorities are situated in low

socio-economic or otherwise disadvantaged areas. Local governing authorities had to assess and provide information on why the proposed facility provides the best outcome for their local community. Great work, WA!

CONGRATULATIONS TO SOLAHART WA DEALERS

Solahart at the Mega Build Exhibition in Jakarta, Indonesia.



INDONESIA

Record sales doing it the 'Indonesian Solahart Way'

Solahhart distributor PT Bernadi changed tactics for this year's Mega Build Exhibition in Jakarta. For years PT Bernadi has been attending such exhibitions as a distributor, recording respectable sales along the way. This year they tried a new approach; they decided to invest heavily in a much larger stand with an increased budget. The idea was to attract and influence customers into buying the systems on the spot. As an incentive, any customer making a down-payment would secure a free TV and phone based on the model purchased.

500% INCREASE ON SALES OVER LAST YEAR

Having a large bright stand attracted customers and showed the strength of the brand and the feeling of reliability. Closing a deal on the spot remained difficult particularly as the Solahart stand had two competitors along one side of the stand.

PT Bernadi sales team under the management of Manager Dicky were

present on the stand together with a number of local dealers.

What endured during the exhibition was a friendly rivalry between the dealers to show who is best by recording the highest number of sales. In addition to wanting to be the number one dealer, there was an additional incentive for any sales person who achieved the target.

The result was fantastic, with a 500% increase on sales over last year.

Solahart systems outsold the next highest competitor 10:1, a spectacular result.

Aquinas Rulan's belief that "you have to invest in the brand to be able to grow the business through sales," proved correct. He did invest and got the deserved reward.

Well done to Solahart Indonesia and everyone involved in a successful exhibition and re-energizing the Solahart Way.



Solahart at the Mega Build Exhibition in Jakarta, Indonesia.

MOROCCO

The beginning of a beautiful new friendship in Casablanca



The Solahart stand at the renewable exhibition "Salon International de l'Energie Solaire" in Morocco.

Morocco is an important market for Solahart. This is because there are no fossil fuels such as coal to generate energy and the Moroccan government has embarked upon an aggressive mandate to support renewable energy products and in particular solar water heaters. Solahart recently chose a new distributor, IHOP MAROC, based in Casablanca, to help grow the business in the country. General Manager, Khalid Hourmati, has extensive knowledge and experience with Solahart from the time he spent working with a previous distributor. Already, IHOP Maroc has shown it has what it takes and has quickly adopted the "Solahart Way."

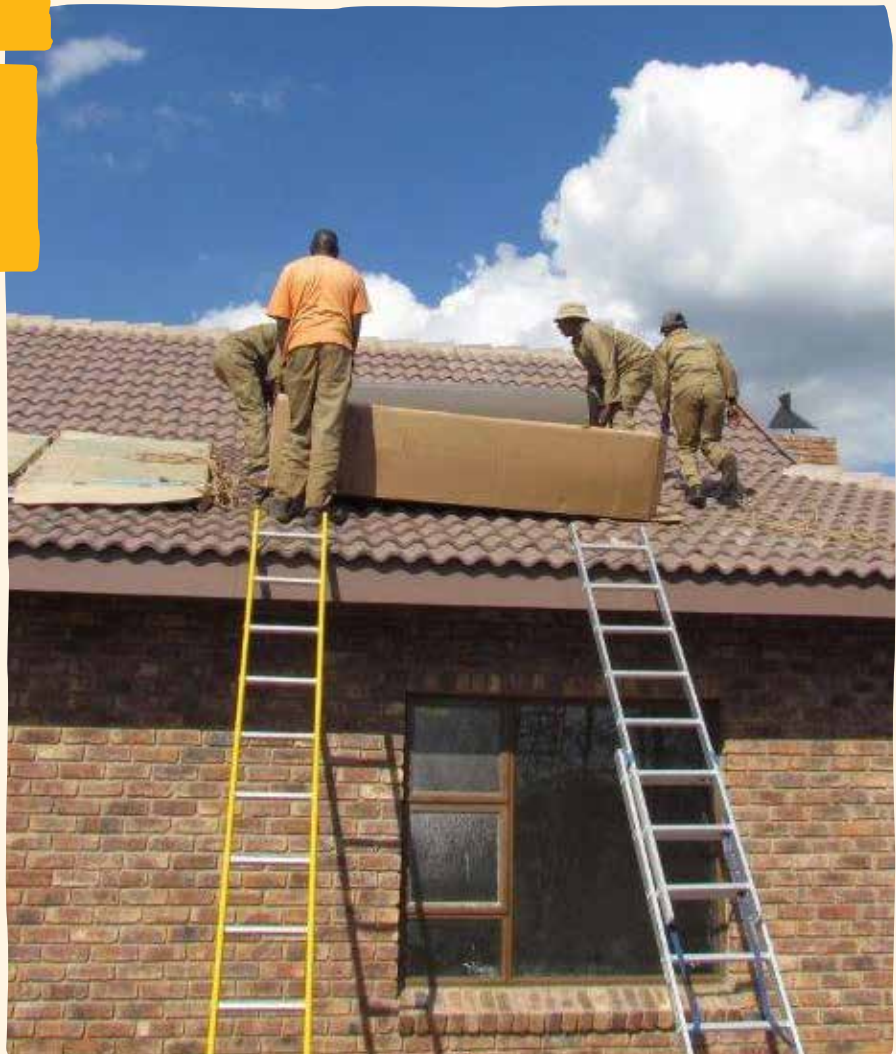
IHOP Maroc recently participated in the prestigious renewable expo "Salon International de l'Energie Solaire" with great results. Welcome to the Solahart team!

SOUTH AFRICA

Hot water free from the South African sun

Sondela Nature Reserve is situated in Limpopo, a popular South African inland holiday resort. In early September 2012, a tragic veld fire blazed through Sondela and the surrounding areas, burning down 60 chalets. Sondela used the rebuild of the 60 chalets as an opportunity to make the nature reserve more sustainable and green. Each of the resorts new 4-star, 6 sleeper chalets required 300L of water to be heated to 58-60°C per day. As a result, 60 Solahart 302J solar water heaters were installed. Since installing Solahart, Sondela has experiencing savings of up to 87% on hot water heating costs per month. The net result of the saving is that their maintenance costs are lower, the risk of damage caused by burst geysers is gone and their carbon footprint is reduced.

The installation of the Solahart 302J systems at the Sondela Nature Reserve in Limpopo, South Africa.



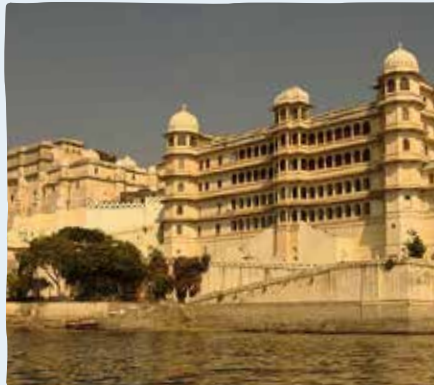
INDIA

Savings aplenty in Rajasthan



The 15 Solahart systems installed in the Ramada Udaipur Resort & Spa, in Rajasthan, India.

In terms of location, it's hard to beat Ramada Udaipur Resort & Spa in Rajasthan. The hotel is a multi-tiered resort with 72 rooms and suites spread over 6.6 acres. Jay Water and Ramada Resort recently joined together to find ways to reduce their energy use and cut costs. Jay Water's solution was to install 15 x 302J, solar pre-heaters into an existing diesel boiler. This was enough to provide the hotel with the required energy savings it was looking for from the capital investment.



Since the installation of the solar water heaters the resort has expressed its delight with the energy savings that it is experiencing. With practically no maintenance required the Engineering Department is very pleased with the performance and reliability of the new system. The Ramada Resort is now looking towards Phase 2 of their project, once again working with Jay Water.



HARTBEAT

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