



*Power to Perform*

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### **PV module manufacturer WINAICO convinces industry at the Intersolar**

*New campaign, new mono module, new addition to the storage range show that WINAICO - as a manufacturer distributing directly to the trade - has been doing more than just its homework.*

Creglingen, 21.06.2012 – “Photovoltaics are installed by specialists with whom we work in close dialogue and whose needs and requirements we know. These expectations form the basis for our sales and marketing strategy. Close by the customer...” according to Sascha Rossmann, Managing Director of WINAICO Deutschland GmbH with head office in Creglingen.

“Aus Freude an Leistung” and “Power to Perform” were the initial steps in making the WINAICO philosophy transparent. With the new campaign “WINAICO Faces” WINAICO is placing value on content: “Reliable partner?”, “Feed-in tariff?” and “Yield?” are all themes that WINAICO answers directly, because WINAICO offers well-considered solutions. As such the decision was made back in 2011 to opt for an insurance solution that offers the partner every security for his customers. Product characteristics such as Hot-Spot protection and Anti-PID are presented in comprehensible pictograms. With the “Future?” theme the company demonstrates alignment with sustainability, as well as long-term thinking and actions as the largest Taiwanese PV manufacturer.

In place of solar-powered gimmicks, the company originally from the semiconductor sector presents marketable innovations: The new mono module is only available in a completely black version and the storage solutions presented at the Intersolar are optimally aligned towards new planning and retrofitting. With this

holistic solution approach, WINAICO succeeded in gaining the interest of many new customers at the Intersolar. WINAICO offers its customers maximum differentiation in a difficult and price-driven market environment. This differentiation exists from both a technological as well as a sales perspective.

**Visit us at the Intersolar North America in San Francisco from the 10th – 12th July 2012 and find out for yourself. We look forward to greeting you!**

**WINAICO Deutschland GmbH – Manufacturer and system supplier**

As a 100% subsidiary of the semiconductor company Win Win Precision Technology Co., Ltd., based in Taiwan, WINAICO manufactures and distributes crystalline high performance modules worldwide. Furthermore, as a systems house for photovoltaics, WINAICO Deutschland GmbH delivers complete PV system packages. Company customers are solar specialists, solar technologists, installation specialists and project developers. Installation specialists profit here from the superior product quality of products manufactured in Taiwan in accordance with the highest quality standards, as well as from the comprehensive consultation, planning and maintenance services from WINAICO Deutschland GmbH. Generous stock levels in Germany ensure the rapid availability of WINAICO products throughout Europe.

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