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Solar industry veteran Jeff Shubert joins WINAICO Americas as Managing Director for Sales and Marketing

San Francisco, January 18, 2013 – WINAICO announced that Jeff Shubert has joined the company as Managing Director - Sales & Marketing for WINAICO Americas effective January 1, 2013. Previously he was Director of Global Marketing for Suntech where he was instrumental over five years in leading branding, marketing communications, business development, and establishing their US presence and leading market penetration.

“WINAICO is committed to building a strong dealer network in the US long-term and an important key will be Jeff’s deep management experience leading marketing, strategy and branding and success developing strong solar sales, channel partners and relationships” said Sascha Rossmann, WINAICO Vice President.

WINAICO manufactures industry leading high performance PV solar modules, that are among the most reliable, durable and efficient in the industry. WINAICO's management team combines German engineering and state of the art, highly automated, precision Taiwan manufacturing, rigorous quality assurance and strong commitment to customer service. The company has been successful in Europe and is gaining traction in the US.

WINAICO – 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 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. Generous stock levels ensure the rapid availability of WINAICO products.

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