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WINAICO looks back on a successful year

Development of sales activities and foundation of three new offices

Creglingen, 19.12.2012 – WINAICO asserts its position in a difficult market environment and looks back satisfied on the year 2012. In addition to the development of the European market, WINAICO founded offices in USA, Australia and Japan. WINAICO achieved and built the necessary sales structures in these promising markets. „Contact persons and warehousing in the countries are the base for a successful market entry. Delivering high quality modules to our customers with a reliable and prompt service is priority for all of us at WINAICO. We are proud that we broke into these markets“, said Sascha Rossmann, International Sales Director.

To strengthen the international presence, WINAICO participated at several important solar exhibitions on four continents during 2012. The company won many new customers and boosted the brand perception of WINAICO at Ecobuild in London, Solarexpo in Verona, Intersolar Europe in Munich, Intersolar North America in San Francisco, PV Taiwan in Taipei and All-Energy Australia in Melbourne.

However, as in the years before, the focus was set on the German market. The changes of the Renewable Energy Law were one of the activators for an unstable market and uncertainty. This naturally had impact on the order situation, however there was an enormous growth in the number of installed photovoltaic systems in 2012. WINAICO also continued to develop its distribution network and increased the number of employees steadily.

„Only companies that are in the right positions stand a chance in the future“, said Andreas Schnapp, Sales Director of WINAICO Deutschland GmbH. „Storage systems

will play an important role. This offers new possibilities, because personal consumption of the produced power becomes slowly but surely more interesting for end customers, due to the allocation of Renewable Energy Law in 2013. We are prepared and already included storage systems to our product range“, said Andreas Schnapp.

WINAICO also launched new products from their own module production facility in Taiwan during 2012. The highlight was the new high performance module WSP-285M6 QUANTUM. Although the module has the same dimensions as the standard WINAICO modules (1665 x 999 x 40 mm), it has an astounding module efficiency of 17.15 %. To achieve this, WINAICO uses the combination of integrated rear side passivation and selective emitter technology (PERC). Thanks to the activation of the solar cell rear side and the passivation of the surface, the module achieves a higher light yield as well as a clearly improved temperature coefficient.

For 2013, WINAICO sees a further stabilisation of the markets. In addition to several international exhibitions, WINAICO plans many customer seminars. „Besides our top quality and reliability, we place emphasis on service and customer training. The support of our customers is the alpha and omega for us“, said Sascha Rossmann, International Sales Director. „The quality of our modules speaks for itself. This is our big advantage in comparison to other manufacturers that just focus on mass production. Quality will make its way in the long term. We are sure of that“, said Sascha Rossmann.

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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