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WINAICO sustains its position in the difficult market environment

The opening up of new markets is planned for 2014

Creglingen, 29.01.2014 – 2013 was a particularly difficult year for the photovoltaic industry: Numerous companies had to file for insolvency and the number of employees within the solar sector declined distinctly. The reason for the market downturn was due to massive price decreases across international markets. In this difficult market environment WINAICO has firmly held its position and looks to the future with confidence. 2014 will not be an easy year for any business in the solar industry, but the company expects a considerable improvement in the market situation.

Though many of the industry headlines in 2013 were largely negative, WINAICO has many successes that the company is proud of. They achieved the opening of the Danish photovoltaic market collecting numerous WINAICO partners with it. WINAICO expanded its presence in Eastern Europe, Switzerland and Austria. Noteworthy projects were, among others, a 500 kWp system in Hungary as well as two systems in Croatia with a total capacity of 630 kWp. In addition, about 2,5 MW WINAICO solar modules were installed in various small systems across the Czech Republic.

The South American PV market was also entered successfully in 2013 with several projects using WINAICO modules. From January 2014 on, the company will begin to develop its market presence in Belgium, the Netherlands and Luxembourg. In the Netherlands WINAICO already accomplished a 102 kWp system together with a partner company. Alongside Europe, WINAICO is present in Australia, Asia, North and South America.

A lot has happened on the product front as well: Since summer the module manufacturer offers the WINAICO EnergyStorage. The storage system is characterized by a high-tech battery cell based on the unique Kolibri solid state technology. With its participation at the 2nd StorageDay in Berlin in November, WINAICO used the opportunity to supply the entire event with electricity and thereby demonstrated the full capabilities of the solar storage system.

On the module side the WST-P6 series for commercial projects was recently introduced. WINAICO therewith responded to the strong demand in the European project business. For smaller systems, especially WINAICO's WSP-M6 PERC high-performance module was in demand in 2013. The WINAICO PERC series sets a new technological standard. Using innovative backside passivation and selective emitter technology, the PERC module series combines highest efficiencies, increased performance at high temperatures and low light conditions along with the known longevity and quality of WINAICO.

No matter whether you are looking for monocrystalline or polycrystalline solar modules; no matter whether you are setting value on performance or aesthetics – WINAICO offers the perfect solution for everyone.

Due to the experiences and know-how of WINAICO's parent company Win Win Precision Technology Co., Ltd. in Taiwan, WINAICO is established as one of the leading module manufacturers. "While many of our competitors concentrate on several fields within the value added chain, we specialise on pure module production. Additionally to the selection of exclusively premium components this is one of the reasons why we are playing up front. Furthermore it brings financial security", explains Sascha Rossmann, Vice President of Global Sales at WINAICO.

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 system house for photovoltaics, WINAICO delivers complete PV system packages.

Company customers are solar specialists, solar technologists, installation specialists and project developers. They profit 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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