



Solar primes installers for energy guidance

The introduction of Solar's Blue Energy concept has given installers the opportunity to take a large step towards becoming better at offering energy-efficient solutions within the electrical, hws and ventilation areas.

The basis of the new concept is the increasing demand for energy-saving solutions within construction. With the Blue Energy concept, Solar can help installers find the best solutions for renovation projects and new builds for their customers.

Blue Energy represents products and solutions that Solar has selected in cooperation with our suppliers. When these are integrated, they provide the highest possible energy savings, making it possible to create intelligent and energy-efficient buildings.

- Studies show that up to 70 per cent of all customers in construction and renovation projects ask their installers for advice. Installers are seen as energy savings specialists. However, it may be difficult for installers to stay updated on the best and most cost-saving solutions. The Blue Energy concept provides installers with an outline of how individual products used in an integrated solution will prove energy-saving for the end user, says Corporate Marketing Manager Mette Bredkjær, Solar A/S.

Solar also offers installers training within Blue Energy guidance at the Solar School, which provides a wide variety of training within the electrical, hws and ventilation fields.

In addition to guidance, another important aspect of Blue Energy is that it helps boost the installers' sales figures and earnings.

About Solar Blue Energy

Solar Blue Energy is a business concept which was launched in 2008. In close cooperation with the company's strategic suppliers, Solar has selected a number of products and solutions that enable installers to offer their customers energy-saving solutions in both new building and renovation projects. The concept's integration of both electrical, hws and ventilation products underlines how the end user may save money and help the environment at the same time.

Blue Energy is a strategic focus area for Solar. The goal is to make energy saving a healthy and profitable business for the group's customers and for Solar's customers' customers – the end user.

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