

REC Group welcomes Sol Distribution as new Australian distributor



January 22, 2019, Melbourne, Australia – REC Group, the largest European brand for solar photovoltaic (PV) panels, is delighted to welcome a new distributor on board in Australia. Operating nationwide, Sol Distribution Pty Ltd is one of Australia's leading suppliers of PV products and services. The new alliance with Sol Distribution will ensure that REC's high performance solar panels are part of even more commercial and residential solar energy installations across the country.

The Australian-owned Sol Distribution Pty Ltd is a leading solar wholesaler focused entirely on the distribution of residential and commercial solar photovoltaic products. The company has a reputation as a provider of reliable, premium solar brands combined with superior customer service. REC's solar panels, with their renowned product quality and record of innovation, are therefore an excellent fit.

Win-win agreement

Jon Vlatko, Head of Sales for Distribution at Sol Distribution, is looking forward to the new partnership with REC Group. "With technical salespeople, engineers, operations and logistics staff, training for our customers, tech tips and installation support, Sol Distribution is more than just a supplier of great solar products. We invest heavily in our supply chain to make certain we can offer our customers a superior solution. With their world-beating product quality, REC solar panels deliver on the promises that we and our customers make to the individuals and organizations that commission the solar PV installation." As a testament to its high-quality promise, REC's new industry-topping warranty already creates strong interest for this partnership.

REC is also confident about the benefits of the new alliance. "Sol Distribution has a nationwide reach, with warehouse hubs in New South Wales, Queensland and Western Australia," said John Kim, REC Head of Asia Pacific. "With its position as a renowned wholesaler, coupled with a commitment to excellent customer support, Sol Distribution can ensure that REC solar panels are deployed effectively in more installations nationwide. Take-up of REC's trailblazing solar panels such as the new N-Peak Series, the world's first n-type mono solar panel with half-cut cells and a twin design, is likely to be given an effective boost by the distribution agreement."

REC Partner Program

Sol Distribution is the latest member of the REC Partner Program, which builds and maintains alliances with distributors by offering partners a range of technical and marketing services and tools to grow business profitably with REC products. The program is going from strength to strength as REC continues to expand, with nine new partners across the APAC region joining in 2018. Sol Distribution is the first to join in 2019.

Australia is an important market

Australia has been a key market for REC Group in the APAC region for many years, thanks to a strong presence in the rooftop market and long-standing customer relationships. In 2018, REC Group has seen an upsurge in the number of distributors and REC-certified installers in Australia. Training has been completed for 73 installers in 2018, bringing the total in Australia to 255. REC is confident that the agreement with one of the country's leading solar distributors will further accelerate sales in this growing market for the company.

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About REC Group:

Founded in Norway in 1996, REC Group is a leading vertically integrated solar energy company. Through integrated manufacturing from silicon to wafers, cells, high-quality panels and extending to solar solutions, REC Group provides the world with a reliable source of clean energy. REC's renowned product quality is supported by the lowest warranty claims rate in the industry. REC Group is a Bluestar Elkem company with headquarters in Norway and operational headquarters in Singapore. REC Group employs 2,000 people worldwide, producing 1.5 GW of solar panels annually.

Find out more at recgroup.com and on  