

**Press Releases**  
**October 1<sup>st</sup> 2012**

## **Strong growth and five new staff at green energy firm Stiebel Eltron**

***Green energy company Stiebel Eltron UK is reporting strong growth figures as it takes on five new staff to deal with a rise in demand for services.***

The Merseyside headquartered firm – which manufactures energy efficient products such as heat pumps, solar panels and instantaneous water heaters – has embarked on an ambitious accelerated growth plan over the past nine months.

The business achieved 47 per cent growth in 2011 and is now forecast to hit 32 per cent growth for the end of 2012.

Managing Director Mark McManus said the growth was down to a number of factors, including an increase in the sales of ground and air source heat pumps, and the amount of new products the company has brought into the UK market.

“This has been a fantastic year for growth once again and we are delighted to have strengthened the business with five new members of staff, all with a wealth of expertise in their fields,” he said.

“We have welcomed Joanne Griffiths and Stuart Gillespie to our internal sales department, Richard Myers has come on board as regional sales managers for the South East region, Nick Hopkins is on board as service engineer for the South region, while Collette Bell has joined our technical department.”

Stiebel Eltron UK is a daughter company of the global Stiebel Eltron business, which has a presence in more than 70 countries worldwide and an annual turnover of 500million Euros. The UK office opened in 2008 at the Bromborough International Business Park in the Wirral.

Mr McManus said: “We have spent four and a half years growing the brand in the UK, raising awareness of our innovative technology and energy efficient products. However after meeting with the board in Germany at the end of last year, it was decided that 2012 would be the year that we really pushed on in terms of investment and expansion.

“To achieve accelerated growth we would need more personnel on board in both the sales and technical divisions, and to be fair our parent company has fully supported us. The directors have visited our Wirral headquarters and worked closely with us to identify areas for growth and how we can meet the demand for our products and services.

“The Research and Development team in Germany have also been working very hard to adapt Stiebel Eltron products specifically for the UK market. We have found that properties are built very differently here than to the continent, and this has to be reflected in the capabilities and specifications of our renewable energy systems.”

Mr McManus said that over the past few months, Stiebel Eltron UK has achieved MCS (Microgeneration Certification Scheme) accreditation – the industry’s key mark for quality and compliance – for 28 new heating products.

“The amount of products we have received MCS accreditation for is a great achievement and testament to the quality and first-rate technology developed by Stiebel Eltron. With the MCS and ISO9001 accreditation – which we are working towards and hope to achieve in October – the team here have had their hands full with paperwork.”

For more information on Stiebel Eltron visit [www.stiebel-eltron.co.uk](http://www.stiebel-eltron.co.uk) or call 0151 346 2300.

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