

Press Release
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Green Energy Firm Stiebel Eltron UK Celebrates Record Sales Figures

Leading green energy firm Stiebel Eltron is announcing its most successful year of trading since launching its UK operation in 2008.

The North West based company, which manufactures renewable energy systems such as ground and air source heat pumps, solar PV and solar thermal, increased its annual turnover by 47% in 2011.

Stiebel Eltron has enjoyed year on year growth since the firm opened its UK in Bromborough, Wirral, in 2008, and is predicting another strong year for 2012 with 20% growth forecast.

Managing Director Mark McManus said: "We are delighted with these figures and have more than achieved our targets for 2011. The growth is being driven across both our renewable and home comforts divisions and we have forged a number of key partnerships over the year, which have greatly enhanced our offering to installers and end users.

"Heat pump sales have continued to increase and we have introduced a wide range of new home comforts products such as panel heaters and instantaneous water heaters into the UK market which are selling very well. In 2011 we secured partnerships with leading merchants including UFW Ltd and Toolstation – widening our market to installers and distributors – and expanded our free energy advice survey to commercial and domestic properties.

"We have expanded into sectors such as education – with installations at universities and schools across the UK – agriculture, infrastructure, social housing and hospitality; both our commercial and domestic markets remain strong."

Mr McManus added that the last quarter of 2011 had been the most successful to date for Stiebel Eltron UK, with a large number of ground and air source domestic installations.

"Over the past year we have had increasing success with domestic installations which other manufacturers have struggled with. The expertise within the Stiebel Eltron team and our installer partners has allowed us to deliver in 'hard-to-heat' homes and this is certainly a niche market which we are looking to capitalise on.

"We have introduced a lot of new MCS approved products and our home comforts division has seen a particular growth in interest.

"Stiebel Eltron also organises the Green Power Forum, which celebrated its third conference in Anglesey in June, and we are now looking forward to the next GPF event at Salford University Eco-hub on January 26. We already have some great speakers and exhibitors lined up and the conference is now recognised as one of the leading awareness events in the UK for the microgeneration industry."

Mr McManus added that Government commitment to renewable energy sector is vital if the industry is to continue to grow in 2012, especially with regards to the financial incentives on offer to property owners.

"We need the Government to plough energy and resources into promoting microgeneration technologies and not pull back from the incentives. The industry needs to be able to capitalise on the interest that the Renewable Heat Incentive has generated – a lot of people's perceptions about green

energy is that it is too expensive and doesn't offer value for money. We need to hammer home the message that it does."

For more information on Stiebel Eltron's products and services ring 0151 346 2300 or visit www.stiebel-eltron.co.uk

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About Stiebel Eltron

STIEBEL ELTRON provides convenient technical solutions for every aspect of renewable energies, hot water, air conditioning and central heating. Founded in Germany in 1924 by Dr Theodor Stiebel, today it is one of the world's leading specialists in heating, ventilation, air conditioning and systems technologies. It has a worldwide turnover of 475m Euros and employs 3,000 staff.