



Daylight Savings

www.selectedenergy.co.za
0861-765-24278 (SOLAHART)



Selected Energy?

Solahart?

Dealer?

Why Solahart?

Marketing

DSM Programme

Selected Energy

Selected Energy was born 28 years ago when concern for the environment prompted Jim Hickey to find other, more environmentally friendly alternatives to using energy derived from fossil fuels. Jim searched the world for the most suitable solution, based on his knowledge of Southern African needs. He found the answer in Australia, and secured the sole rights to distribute Solahart in Southern Africa.

If added together, Selected Energy's CO2 emissions' saving is equal to 55 000 tonnes of greenhouse gas every year. That is the equivalent of planting 1.1 million trees*. Put another way, if the geysers that Selected Energy replaced had to work for only six hours more than a Solahart every day, it would use almost 100GWh in electricity every year. It would take a large wind turbine working 24hrs a day at full capacity two years to generate the same amount of power.

Today, Selected Energy continues its quest to make alternative energy usage more widely accessible to the consumer by producing innovative products.

*Based on statistics from the US ForestService.



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< back

Solahart

Solahart solar water heaters are manufactured in Australia using only the best materials and technology. The systems are shipped to South Africa and distributed by a network of dedicated Selected Energy dealers, some of whom have been with us for over 20 years.

Solahart is the market leader in household solar water heating in South Africa. Through the years Selected Energy has established a strong corporate identity for the Selected Energy brand. Selected Energy stationary, vehicle branding, brochures and a user-friendly web site provides a solid platform from which your new dealership can operate.



Solahart

History

Environment



www.selectedenergy.co.za

< back

Solahart Southern Africa

With over 28 years' experience in the solar water heating industry in Southern Africa, Solahart has become the obvious choice in solar water heaters for many households.

Solahart was the first distributor of in the country to be awarded the SABS mark of approval. Our solar water heaters are subsidised by , meaning that our clients get up to R12 097 cash back when they purchase our solar water heater. By installing a Solahart solar water heater, our clients are not only assured of hot water no matter what Eskom gets up to, they also do their part for the environment. Solahart solar water heaters can reduce water heating costs by nearly 90%, depending on the household.

Solahart is a member of the Sustainable Energy Society of Southern Africa.

An overview of the trusted name in solar water heating in South Africa

Solahart Southern Africa was established as the South African leader in solar water heating in 1982. Ever since 1982, Solahart has become the trusted name in solar water heating, with customers still enjoying hot water, free from the sun after from their Solahart solar water heater. Solahart is largest solar hot water supplier in the region, having installed in excess of 15 000 Solahart solar water heaters.



Solahart's largest solar water heater installation provides hot water between the Jwaneng Mine and Orapa Mines in Botswana. More than 6 000 solar water heaters are operational in this region, creating one of the largest solar installations in the world. Solahart solar water heaters can be seen in rural schools, clinics and hospitals throughout Southern Africa.

Solahart's supplier, Solahart Industries, has been in business since 1905. Solahart industries introduced its first solar water heater in 1953, creating the Solahart solar water heaters we know and trust. Today, Solahart is an international organisation operating on all continents, with Solahart solar water heater installations in over 110 countries. There are over 1 million Solahart solar water heaters installed worldwide.

Solahart customers can be assured of excellent after-sales service for years after their Solahart solar water heater is installed. Across the globe, Solahart is known as the supplier of reliable solar water heaters.



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< back

Solahart History

Solahart has grown to be the leading international supplier of solar water heaters from its humble beginnings as a small plumbing and metalworking business in Perth, Western Australia.

Originally established in 1901, SW Hart & Co, Plumbers and Ironworks was formed by two enterprising plumbers to manufacture tanks, troughs and sinks for the pioneering community of Perth.

Following half a century of successful growth it was incorporated in 1953. It was at this time that SW Hart & Co made a long term commitment to supplying solar water heaters which were ideally suited to the Western Australian climate. So the Solahart brand was born.

The initial Solahart solar water geysers were ungainly by today's streamlined standards, but they proved to be very effective. By the mid 1960's Solahart had achieved national recognition as the leading manufacture of .

In 1964 Solahart developed, manufactured and installed the largest solar water geysers in the southern hemisphere. Two systems were installed in the northwest of Australia, each providing hot water for 140 people.

It was the introduction of the Solahart 300L/80GE in 1978 which confirmed Solahart's leadership in Australia. The solar geysers received wide market acceptance internationally. This led to Solahart developing its own worldwide dealer network, supported by regional sales and technical offices.



Today Solahart has manufactured over 1 000 000 units and is represented in over 80 countries on every continent.

Since 2001, Solahart has been ultimately owned by Paloma Co. Ltd., a world leader in water heaters, gas appliances and air conditioners.

Solahart, with its parent company Paloma and sister company, Rheem USA, is now a part of the largest hot water manufacturing organisation in the world. With manufacturing plants in Japan, USA, Canada, Singapore, China, Mexico, Australia and New Zealand, Paloma owns such world-recognised brands as Paloma, Rheem, Solahart, Raypak, Vulcan & Edwards.

Paloma's investment is a testament to Solahart's leading position in the world market and has allowed Solahart to expand its coverage overseas and to increase its already enviable product development and manufacturing expertise.



www.selectedenergy.co.za

< back

How Solahart saves the environment

Gas and electric water heaters are one of the single biggest domestic energy users and an electric water heater can be responsible for up to a third of greenhouse gas emissions in the average home. A simple way to reduce your energy use and the subsequent greenhouse gas emissions is to install a Solahart solar water heater.

Not only will you make big savings in your energy costs, using the sun's free energy is great for the environment. A family of four with a Solahart water heater can save up to 3 or 4 tonnes of greenhouse gas emissions compared to a conventional electric water heater. That's the same as taking a small car off the road so you can imagine the benefits for our future generations and the future of the planet.

According to the Australian Greenhouse Office website:

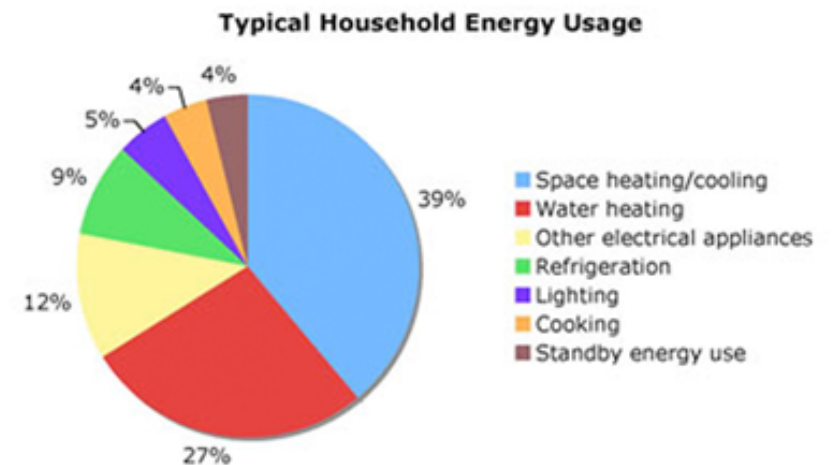
For most households, hot water is the largest energy cost and cause of greenhouse gas emissions." Solar and heat pump water heaters use much less energy and therefore produce significantly less greenhouse gas emissions than electric conventional water heaters.

Solahart's most efficient model, the Kf Series produces up to 3.5 tonnes less greenhouse gas emissions per year than an electric geyser. That's the equivalent of taking a small car off the road.

By choosing the right Solahart system you can lower your energy bills, save money, and reduce environmental impact without compromising lifestyle.

Solahart also manufacture systems for larger scale commercial and industrial use and we export our products to over 80 countries worldwide.

Since 1953 Solahart has manufactured over 1,000,000 solar water heaters making an enormous contribution to reducing energy use and saving millions of tonnes of CO2 emissions.



Why a dealership?

Selected Energy's dealership model is designed to benefit the new dealer. Unlike a franchise, the dealership model requires only an upfront investment of six Solahart solar geysers. All stock after the initial investment of six units can be ordered on an ad hoc basis.

The Selected Energy dealer business model allows you to keep your existing business as it is, and sell Solahart products in addition to your current trade. New Selected Energy dealers receive installation and sales training at no additional cost.



Why Solahart?

Selected Energy dealers become part of a tradition of excellence that Selected Energy has established over three decades. In addition to distributing the best solar water heater on the market, Selected Energy dealers get training, backup service and access to branding and marketing materials of the highest standards.

Selected Energy hosts an annual dealer conference. Selected Energy dealers get a chance to interact with other dealers, learn from industry experts and suggest new ideas at the conference. New marketing strategies and planned improvements are discussed in a relaxed environment.

Selected Energy values each dealer and welcomes feedback and input at all times.



Solar Thermosiphon

Solar Energy

Corrosion

Ceramic Lined Tank

Thermostats

Storage Tanks

Freeze-Protection

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< back

Marketing for your money

All advertising and marketing will be taken care of by Selected Energy and subject upon request of the Selected Energy Dealer. As a new dealer you will receive:


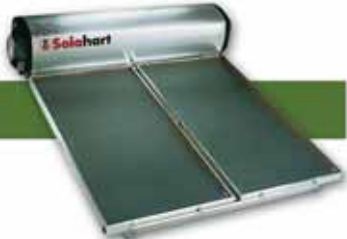
- An advertisement in your local newspaper to welcome you as a new Solahart Dealer
- Vehicle branding of your choice from the Selected Energy manual
- Artwork for Solahart signs outside your business
- A Solahart email address
- Access to the Solahart Dealer domain
- Access to a user-friendly website at www.selectedenergy.co.za

Any additional marketing is subject to prior written approval from the company's Marketing department.



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www.selectedenergy.co.za

< back

Eskom DSM Programme



For the full duration of the Eskom DSM incentive programme, the Selected Energy Dealer must be registered in order to be listed on the programme.

The following is the responsibility of the Selected Energy Dealer:

- Member of SESSA (Corporate Member);
- Sign the code of conduct of SESSA;
- Workman's Compensation;
- Public liability up to R5,000,000.00 (Five Million Rand);
- Complete application form for Eskom DSM Programme;
- Letter to be obtained from the Company confirming that the Selected Energy dealer is a qualified Selected Energy Dealer and Installer (Required by Eskom). This letter shall only be issued once approval as Selected Energy Dealer has been confirmed.



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< back