

More independent tests verify Solartwin - yet again

This summer we ran independent tests in response to dirty tricks aimed at misleading the government into excluding Solartwin from new Building Regulations. Results merely reconfirm what we knew: even on very hot, sunny days, the hot water cylinder does not boil, thanks to Solartwin's clever heat export design.

More sales / survey vacancies at Solartwin

Highly motivated technical telesales people needed in Chester. You will survey homes in UK / Ireland for solar heating using online aerial photos. Inbound inquiries - not cold calls. Hard work but fun. Great, sincere customers. Details: solartwin.com.



Double Smart Award for Solartwin

Solartwin won a second SMART award from the DTI, this time for "achievement". (Last time it was "innovation") L-R: Adam Hart-Davies, TV Scientist; Barry Johnston Solartwin MD; Kerr MacGregor, Solartwin Inventor. So what is Solartwin? Solar water heating redesigned from scratch using new and modern components: its flexible polymer pipes freeze with no damage; solar electric cells power a specially designed pump. Solartwin is an original "Zero Carbon" solar heating technology in the UK. Thanks to its solar electric pump, it delivers solar hot water without using mains electricity. Other innovations are patented silicone rubber pipes and a pump control system known as low flow linear dose-response. Unlike conventional solar heating which takes two days to fit, Solartwin is designed for simplicity, in operation as well as installation: it can normally be installed in 2-6 hours.

Zero carbon solar = Solartwin

Global energy politics hot up

The world fossil fuel scene is scary, with the West's foreign policy putting security of fossil fuel supply to the fore, sometimes ahead of ethics. Oil prices peaking over \$60 per barrel are contributing to global fuel uncertainty. Meanwhile, the nuclear industry is on a well funded charm offensive, lobbying MP's and offering to step in to save the world if our transition to renewables does not deliver as expected. Our message is: Zero carbon solar water heating is part of the solution to the energy crisis - a potentially big part. One Solartwin panel can save 250 kg of CO2 a year if your fuel is mains gas, and around 1000 kg a year if your fuel is coal or electricity.

UK solar grants to end / change on 06 or 07.

Good news - grants for homeowners to fit solar water heating are still going strong. £400 cashback is paid in England and Wales. Northern Irish grants have risen to £900, thanks to NI Electric chipping in £500 per home. The generous 30% grant in Scotland is still available. The grant programmes, now extended to March 2006, may scale back soon. So please send your grant application forms in now! After 2006, solar industry watchers reckon that grants may be replaced by tough energy efficiency standards for homes, possibly coupled with some "technology neutral" grant to be scaled upon future CO2 emission savings. The bold intention is to cut domestic energy use by 25%!

Energy deficiency?

But Solartwin is (currently) excluded from this sunny future. Put on an fluorescent green anorak, and take a look at "building regs - part L energy efficiency - consultation" on the government's ODPM website. Every significant reference to solar appears to have been drafted to specifically exclude our technology - by treating conventional old solar as the gold standard. How has this happened? We have formally requested the Deputy Prime Minister to allow newer solar technologies, including ours to be included in the new building regulations. Eight months later we still await a reply. What's the point in environmental

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innovations winning SMART awards from one arm of government, the DTI, yet being ignored by another, the ODPM?

2003 need not repeat itself.

This potential exclusion spookily resembles a repeat of Spring 03. Its first few months were grim for us all at Solartwin because the DTI originally limited all solar grants only to old solar water heating technology - using antifreeze, solar controllers, mains pumps and the like. Onsite surveys had been required, while our unique and effective phone surveys were specifically excluded. Following requests by Solartwin's gutsy customers and supporters, an agreement was eventually reached whereby Solartwin joined the grant scheme - and we retained the right to survey by phone. Joy! During the nail-biting months of exclusion from grants, low sales, and huge legal bills wiped out any profits - which we would have been reinvested in jobs. But our technology finally gained recognition!

Thank you everyone!

Sincere thanks to the tenacity and loyalty of all who lobbied: customers, supporters, legal team, several MPs and Euro MPs, plus thanks to everyone at Solartwin - and to our patient families.

A new gold standard? Or more than one kind of gold?

Because Solartwin is a brand new type of solar water heating - redesigned from scratch - rather than just tinkered with, nobody had ever foreseen it. Not the academics. Not even the people at the BSI who write solar standards! This means that UK and EU regulators now need to revisit a whole raft of rules and regulations which had previously been designed for old solar (and under which Solartwin is usually non-existent). Redrafting and correcting misperceptions takes ages. Particularly when old solar is viewed (mistakenly) as a gold standard by nearly all UK's solar consultants - and also when our competitors contribute to some of the six or so committees which set the relevant standards and rules. There is now light at the end of the tunnel, however, as the concept of "plurality of solar technologies" is slowly emerging.

Call us ! 01244 403 407



Solartwin in eco-school case study

Four Solartwins are heating water for school children in a nationally acclaimed eco-school in Cheshire. Kingsmead Primary School's numerous environmental innovations include a roof which harvests sunlight for both water heating and electricity. Kingsmead School also features an elegant "gluelam" timber construction, a wood pellet central heating system and a huge underground water tank which stores rainwater from the roof for the toilets. Case study details on the Solartwin website.

82 new people trained so far on Solartwin in 2005

Our one-day seminars are popular! Next: Watford 20/9/2005. Have 12 or more people available? Invite us to your premises.

Less recycled paper but more electrons in 2005...

In 2004 we distributed over half a million (recycled) paper leaflets. Plus we printed rather too many extra acres of paper as advertisements. In 2005 we are diverting resources into internet adverts which are generally regarded as a greener way to advertise than on paper. We will still use paper adverts, but fewer of them, with more solartwin.com electrons being used instead.

Lobby lobby lobby lobby - it makes a difference!

Are you in touch with MP's or people of influence?
Would you and they consider supporting any of the following?

- A longer solar grants horizon than just 9 months. (Short term business planning means fewer jobs.)
- A cut in VAT on DIY solar from 17.5% to 5% (matching solar installations will help DIY solar installers).
- Allowing DIY solar to be grant eligible (DIY is the most cost-effective way to go solar)
- Council tax rebates for homes with solar installed. (A social rebate linked to CO2 savings for all).
- Constructive support by government regulators for new environmental technologies such as Solartwin.

If possible, please send them this newsletter!

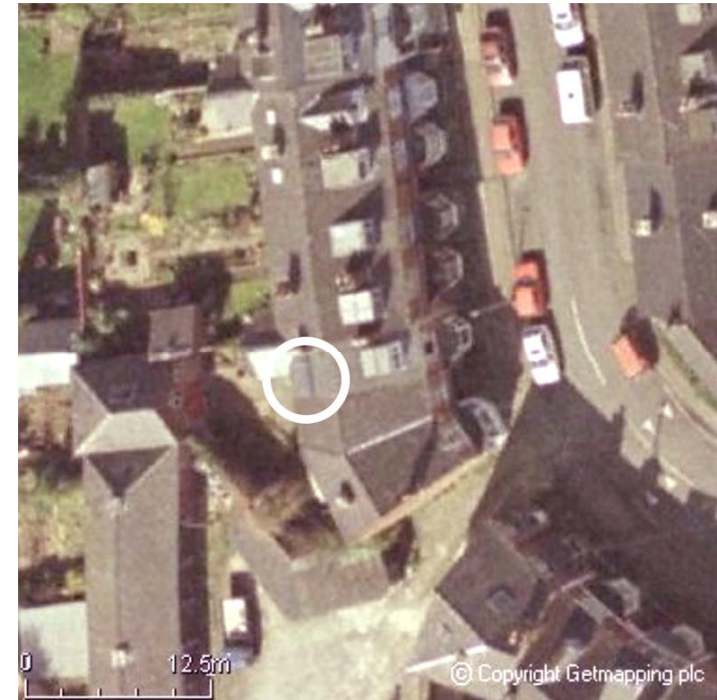
Chocolate Solartwins...

The Bournville Village Trust in Birmingham has fitted 16 Solartwins in their new Shenley Eco-home Development in summer 05. With an emphasis on taste, the frames of the Solartwins are chocolate brown - to match the roof tiles.

Thank you for telling your friends about Solartwin!

The greenest advertising is word of mouth. If a householder who is not already on our records calls us and then buys a solar panel in 2005, if you are the customer who has referred them, we will gladly pay a thank you cheque. To be eligible, the new customer must have come to us via yourself (an existing customer) and this must be the first time they have contacted us. Neither their name nor their address should already be on our records.

The cheque can either be payable to you, or your favourite charity. It will be £100 if they buy a domestic installation, or £50 if they buy a DIY kit. Your friend can either call us on 0845 1300 137, or, with their consent, please could you phone or email (hi@solartwin.com) their contact details direct to us, and we will call them. And if you want leaflets, brochures or posters, or even a comprehensive Solartwin party pack, just call us!



Aerial photos = green and accurate eco-surveys

People asking for a feasibility check may find us looking at their roof from the sky, to work out where solar panels, as well as scaffolding, can be placed. Environmentally, by using aerial photos and phone surveys for quotes, instead of driving to quote, now saves over 200 tonnes of CO2 emissions a year.

Brand new trade website: solartwinprojects.com

IT guru Oliver Yeates has built a great new website to answer the questions and answers that architects and builders ask. Plus it has lots of pix. Please send feedback to: oliver@solartwin.com!

We asked: why did you go solar / choose Solartwin?

Thanks for answering... Most users went solar to help the environment. People chose Solartwin for its quality, simplicity, zero carbon design, and keen pricing. And because we called back!