

Press Release

**Intersolar Europe: my-PV shows itself to be the market leader for solar powered hot water boilers and establishes sales partnership for the Italian market**

*Neuzeug, Austria, 9.06.2017.* At this year's Intersolar Europe trade fair, the photovoltaic firm my-PV GmbH, based in Neuzeug, Austria, introduced its new sales partner for Italy. ARTHA Consulting will be marketing the innovative manufacturer's ELWA (ELectric WAter) boilers on the Italian market with immediate effect.

"An increasing number of experts recognise us to be the driving force in the area of solar powered water heating and value our technical expertise – and this year's Intersolar Europe has accentuated this", says Dr Gerhard Rimpler, managing director of my-PV. The company is already the market leader in the area of providing photovoltaic hot water boilers in Germany and Austria. "We also want to be the leader in Italy in the near future."

**The perfect alternative to solar thermal energy**

The market is large, because although there has not been any increased feed-in remuneration for photovoltaic systems in Italy for some time, 5,000 new house roof plants are still being installed every month. "The my-PV electric hot water boilers are perfect for this", says Giuseppe Sofia, managing director of ARTHA Consulting. They are an ideal alternative to solar heating plants. "You can not only save energy with these products, but also increase your own consumption. my-PV is currently one of the most highly regarded firms in this area."

Sofia will initially market my-PV's products through wholesalers in Italy. In the next phase he will realise larger projects for storing hot water – for example in sport centres and the food industry.

**New product innovations**

In addition to the new sales partner for Italy, my-PV also introduced the new online portal [www.my-pv.live](http://www.my-pv.live) at Intersolar Europe in Munich, as well as the AC

ELWA-E Multi functionality, with which multiple hot water appliances can be installed in one system.

The announcement about the AC voltage regulator AC•THOR with a drumroll at the exhibition stand also attracted a great deal of interest. "Numerous visitors to the trade fair made a note of the date for the product presentation on 30 November. The appliance is a milestone in the maximisation of own consumption", says Rimpler.

## **About my-PV**

Manufacturer my-PV GmbH is based in Neuzeug, Austria and was founded in 2011 by former managers of a solar inverter manufacturer. The founders have worked in solar electronics and solar heating for over 20 years. This experience led them to invent the DC ELWA (ELWA stands for Electric Water heating) for heating water using photovoltaics, and was successfully positioned on the market in 2014.

2015 saw the launch of the AC model AC ELWA, which converts excess electricity from grid-connected photovoltaic units into heat. AC ELWA-E is also available with immediate effect, and in combination with battery systems, commercially available inverters and energy management systems it enables perfect management of excess energy.

## **About ARTHA Consulting**

ARTHA Consulting was founded by the Italian photovoltaic pioneer Giuseppe Sofia in the northern Italian city of Vicenza. The company is specialized in business development and distribution of sustainable energy products.

**Images and a PDF file of this press release can be downloaded at:**

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**Image 1:** Giuseppe Sofia, managing director of ARTHA Consulting

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**Image 2:** Great response: my-PV's stand at Intersolar Europe 2017

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**Published by:**

my-PV GmbH

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