

FOR IMMEDIATE RELEASE

## **PWRstation and Mecklenburg Roofing join forces to serve the commercial solar market in the U.S.**

**Miami, Florida, Sept 09, 2015** — In a strategic move to serve commercial customers in the US, emerging solar products development company PWRstation and Mecklenburg Roofing, Inc. have formed PWRstation Commercial Services (USA). The joint venture combines activation-ready solar energy solutions with premier technical engineering and field service expertise to streamline business processes, maximize efficiencies and speed to market. PWRstation Commercial Services (USA) is headquartered in Charlotte, North Carolina and a subsidiary of PWRstation based in Lausanne, Switzerland.

PWRstation designs, manufactures and markets preassembled, transportable “plug & play” solar generators (“gensets”) for residential, commercial and off-grid use; uniquely engineered to remove the complexities, time and costs associated with traditional fixed solar installations. The gensets are based on PWRstation’s patented retractable racking technology that enables record breaking speeds to activation and reduces installation soft costs. Currently offered in 3 kW and 5 kW power outputs, PWRstations are designed for scalability and can easily be “daisy chained” to multiply energy output as needed. By Q2 2016, PWRstation gensets will be offered in power outputs that range between 3 kW and 100 kW.

Mecklenburg Roofing is a full service commercial/industrial roofing and sheet metal service company headquartered in Charlotte, North Carolina with stand-alone autonomous service centers in Charleston, WV and Birmingham, AL. The company offers complete roof replacement, new construction, repair, maintenance, restoration and asset management; coupled with more than three years of extensive solar design and installation experience (30 megawatts) by key members of Mecklenburg Roofing’s top management.

PWRstation co-founder and chief executive officer Robert Albertella says, “Our objective is to provide today’s growing US commercial market with innovative solar energy solutions that are exceptionally adaptable and rapid to activate. We’ve been seeking a stellar US partner that shares our vision...and that possesses the technical and operational capability for developing our rapid activation practices, sales, marketing and services.” Albertella adds, “Mecklenburg Roofing and PWRstation are a perfect fit.”

Mecklenburg Roofing CEO Myron Ray, who also serves on the PWRstation Commercial Services (USA) management team says, “We are thrilled about this exciting new business venture.” Ray adds, “PWRstation Commercial Services delivers clear advantages to the commercial segment, including speed, pricing, flexibility and exceptional quality. As we are actively recruiting Value Added Resellers (VARs) nationwide, these are factors that really matter.”

GTM Research forecasts the commercial solar market this year will grow 40 percent over its 2014 total. The research company states that the commercial market’s recent struggle to scale can be partly attributed to tackling soft costs and improving the customer acquisition process (*GTM* April 1, 2015); issues that are directly addressed by PWRstation’s unique, patented retractable racking system technology.

For example, among today’s key customer acquisition concerns is speed to activation. The 5 kW PWRstation Genesis deploys its 16 panels in less than five minutes versus today’s fastest installation claims of 12 panels per man-hour for traditional fixed solar systems. Thus, according to current industry criteria used to measure the speed of solar installations, a PWRstation “activation” is 16 times faster than today’s fastest traditional installation.



Solar Power. Simply Delivered.

Another major advantage is the PWRstation's ability to provide roof top access. A traditional solar installation is designed to last 20 to 25 years, while a flat roof requires maintenance every 15 years on average - if not sooner in the event of a roof leak. Removing and reinstalling a fixed solar rooftop system to gain roof access is costly, and often the main objection to purchasing a solar system. With its patented retractable racking technology, a PWRstation can be folded in a matter of seconds to provide full rooftop access, making roof maintenance and repair a routine operation. In addition, PWRstations do not require perforating rooftops which can cause leaks.

The PWRstation Genesis will be available for viewing at the 2015 Solar Power International Convention in Anaheim September 14 – 17, where it will showcased at the Yingli Solar (NYSE:YGE) trade booth #4221, courtesy of Yingli Green Energy Americas, Inc.

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**About PWRstation:** PWRstation is a solar products development company committed to clean, renewable and environmentally sustainable energy that is affordable, easy to access and rapid to activate. Engineered in Switzerland, PWRstations are mass customized, fully integrated and preassembled solar gensets that remove the complexities, time and cost of typical solar installations; bringing economies of scale to a global industry characterized by time and labor intensive custom-built projects. PWRstation products are designed to address the growing need for hybrid, microgrid and nanogrid technology, offering a versatile design that integrates with other forms of energy generation including diesel, wind and thermal in both grid-tied and off-grid environments. The company is based in Lausanne, Switzerland, with offices in Biel/Bienne, Switzerland and Miami, Florida. PWRstation is a member of SEIA and Swiss Cleantech.

**About Mecklenburg Roofing:** Mecklenburg Roofing is a premier, full service commercial/ industrial roofing and sheet metal service company based in Charlotte, North Carolina with service centers in Charleston, WV and Birmingham, AL. For more than 40 years, Mecklenburg Roofing has been serving the southeast, offering complete roof replacement, new construction, repair, maintenance, restoration and asset management; combined with extensive solar design and installation expertise at the senior level of the company.

For more information please visit: [www.PWRstation.com](http://www.PWRstation.com) and follow the company on Facebook and Twitter.

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