

AWARD

Solar Distributor of the Year | HES PV

NOMINEE

David Egles – HES PV

Summary:

Set out a brief synopsis of the initiative (i.e. project, technology, service). This summary may be used during the event promotion.

HES PV has helped hundreds of companies grow their solar business with training, advice, technical support, financing and access to solar knowledge. We work closely with manufacturers to help them evolve new products needed by the Canadian market, and then to bring these products to the dealers. As a value added distribution partner, we also ensure on-time delivery of materials to help minimize dealer supply chain challenges and costs.

Description:

Please provide as much detail as you can to describe the initiative. Simply provide a description of the project, technology, service, etc. being considered. Do not address here how it was done or what it achieved.

The Canadian solar market is increasing and solar is becoming a more popular choice for consumers and business. How does this expertise grow, keep current within a constantly innovating technology, and how is it delivered to buyers across Canada, both correctly and cost-effectively? How does a solar distributor help grow the market?

1. Innovative Approach:

25/100 points

Please describe which kind of innovation and creative approach that was used to achieve outstanding results. In what way has the initiative pushed the envelope of current norms, traditional results and standard approaches?

HES has helped grow the expertise within installers with 1) Constant Internal training of sales staff who transfer their knowledge to dealers, 2) Access of installers to HES's Engineering group to determine optimum design and installation practices, 3) by hosting training events at different locations across the country, and 4) by outreach to inspectors, certification bodies and regulation bodies to make solar more accessible and safe.

2. Economic Benefit:

25/100 points

Highlight the benefits, with a sense of financial benefit, cost savings, emission reductions or other directly attributable benefits of the initiative. Did this initiative deliver or exceed anticipated value, results and returns? If you include confidential and commercially sensitive information, it will be treated as such. Please ensure you note the following - do not publicize.

The biggest beneficiaries of HES's work as a Value Added distributors are the dealers and installers who have grown their businesses. Innovations like HES's Fast-rack mounting systems have allowed dealers to reduce installation time and hardware costs. Access to our engineering and marketing teams have helped dealers fill in their business needs with the missing experience cost effectively.

3. Engagement:

25/100 points

In what way(s) did the nominee undergo meaningful stakeholder/customer engagement and how has it been incorporated into the design and execution of the initiative? Highlight the manner in which the initiative was communicated to promote the importance and benefits of solar energy while achieving business and stakeholder/client objectives. Demonstrate how the proponent listened to its audience and acted on the advice.

Our solar trainings cover markets, marketing, and sales processes, not just the technical details of solar. We show dealers why customers buy solar, and help them identify messages for prospects. Since we work with dealers in all provinces, we understand local issues and how to tailor customer benefit arguments across Canada.

4. Corporate and Sustainable Responsibility:

25/100 points

Describe the environmentally conscientious approach during the design and execution of the initiative. Give concrete examples of how your initiative has benefited the environment (ex: saved X amount of CO2 emissions, reduced X amount of GHG, etc.) Explain the ways and manners by which this initiative was undertaken with the intent of demonstrating true corporate responsibility.

We have delivered lots of megawatts across Canada. Most of these watts are smaller businesses and residences The value per watt for these end users from the Environmental Conscientious perspective is much greater than the utility scale projects.

PHOTOS

(Continued on the next page)

