

# From vision to reality

Passion for an idea and personal commitment can often be the key elements for the successful establishment of a new company. For Thomas Karl Reis, the future of his three kids was the strongest motivation when he decided to enter PV in 2006. He founded Microsolar GmbH.

"I want to bequeath at least a slightly better world to them", says the former software developer. What he refers to as "slightly better" has grown into a contribution of considerable size to a better future for his kids: Today, the company located in Tribuswinkel, in the neighbourhood of Vienna, Austria, has a staff of ten employees and arrived at a turnover of € 10 million in 2010. Microsolar distributes modules and inverters

to installer companies. Besides this, the company is also active in the project development and installation of large-scale systems. In the last two years, Microsolar has been occasionally operating in northern Italy where the company has two sales representatives. But Reis is already reaching out for more:

Currently, he is in the process of establishing a sales network for Microsolar products in Italy.

Next to the distribution of brand modules and inverters, Microsolar also runs its own module and inverter production, which will be significantly expanded in the future. In this area, Microsolar particularly focuses on its own economic inverters for small-scale application that are sold under the brand MS 4000 TL-si. Designed for the mass market, these inverters still achieve the same quality standard as established brand inverters. But cost could be reduced to a retail price of less than 0.2 €-cent per W. For these products, Microsolar is currently seeking strong sales partners in Italy and across Europe.

Thomas Karl Reis' vision is to turn Microsolar into a small but stable player with operations around Europe. And he is not afraid of adding new business areas on the agenda: In the short-term, Microsolar plans to strengthen its activities in the area of smart grids and green mobility.



**Besides distribution Microsolar also manufactures inverters.**

Photos: Microsolar



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