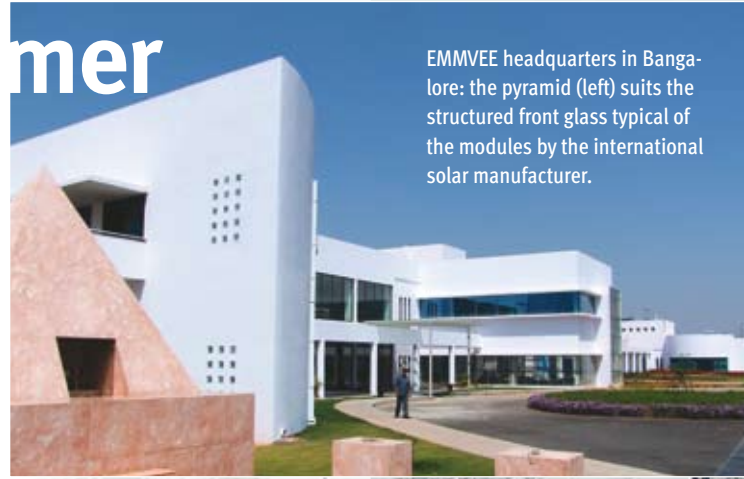


# Close to the customer

After more than three years of successful sales activities on the Italian PV market, EMMVEE launched its new Italian office in Fidenza. And in September, the German TÜV Rheinland certified that EMMVEE's solar modules fulfill the EU content criteria of the new ContoEnergia IV.



EMMVEE headquarters in Bangalore: the pyramid (left) suits the structured front glass typical of the modules by the international solar manufacturer.

EMMVEE's story began about 20 years ago: D.V. Manjunatha founded the company at the beginning of the 1990s with a focus on solar thermal systems and the Indian market. Today, EMMVEE has already arrived at a share of 25 % on the domestic solar thermal market and grown into an all-rounder for solar products with three global business operations. The brand EMMVEE is not only connected to solar thermal solutions but also to global products in the area of PV and glass refining. This development had already been part of the early vision of the company founder: from the very beginning, Manjunatha had pursued the goal of making solar energy available to as large a number of persons as possible. More than 650 qualified and highly motivated employees are busy translating this vision into a reality all over the world today, for example, in the production of premium PV modules certified according to international standards.

EMMVEE has established itself on the world's key markets for regenerative energy. In Europe, the company maintains offices in Paris, Berlin, Fidenza (Italy), and Darlington (England). "We want to be close to our customers," says Manjunatha. Currently, the company's largest sales markets are Italy, Germany, France, Belgium and the UK. EMMVEE benefits from established distribution and partner networks in all of these countries following its maxim that customer proximity is a top priority. In Italy, which is considered by EMMVEE to be one of the most promising solar markets internationally, the company's sales experts put a particular focus on the market segment for industrial rooftops and the private sector. EMMVEE has established partnerships with installers in Italy and is an active exhibitor during key trade fairs such as Solarexpo, PV Rome or PVtech.

On September 1<sup>st</sup>, the German TÜV Rheinland conducted a factory inspection visit and certified EMMVEE's solar modules according to the new "Made in Europe" guidelines in Italy. The renowned testing and certification institute certified that at least 60 % of the component parts used in EMMVEE's modules are products by European manufacturers. This means that the company's modules fulfil the EU content requirements of the Italian energy agency Gestore dei Servizi Energetici (GSE). In the scope of Conto Energia IV, the Italian operators who decide to use EMMVEE's modules will be eligible for a 10 % bonus on top of the regular feed-in tariff. "The certification was not a

surprise for us", says Salvatore Cammilleri, CEO of EMMVEE Photovoltaics GmbH. "We have been buying the component parts for our solar modules from established German manufacturers from the start." Most of the company's modules use solar cells by Bosch or Q-Cells. The structured front glass is made by the glass specialist Saint Gobain Solar Glass, which is based in Mannheim, Germany, the connectors and cables are supplied by Multi-Contact and the string and cell connectors are made by Bruker-Spaleck. Spelsberg and Lumberg supply the junction boxes for EMMVEE's modules. Every detail counts – even the backsheet is supplied by an established manufacturer: the Krempel Group.

## Higher energy yields

EMMVEE relies on long-term cooperation and lasting business relationships not only for its recent innovations but also for its established product portfolio. Thanks to carefully selected component parts and state-of-the-art production equipment, the company achieves a high degree of process reliability, excellent production results and top quality. "At the end of the day, it's about reliability. We use carefully selected components, because we want to ensure that the investment into an EMMVEE installation really does make sense", says Salvatore Cammilleri.

The modules increase the energy yield by use of Albarino P or G front glass. EMMVEE was the first company to use the structured front glass. The deeply textured glass allows collecting more light and reflects it between glass and cell numerous times, enhancing the module performance. Efficiencies and energy yields are increased by at least 3 % – a result that has been confirmed by independent testing labs of two renowned universities in Germany. EMMVEE has been a pioneer in the area of structured front glasses that provide a significant advantage in weak light situations during the early morning and evening hours as well as when used on rooftops with an unfavourable angle – which applies to the majority of Mediterranean buildings. This makes EMMVEE modules with structured front glass ideal for the region. It also allows the installers to provide a broader range of customers with PV systems – even on rooftops with a rather flat angle or facing west or east.



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