

REC Group welcomes Solar Juice as latest distributor in Australia

Melbourne, Australia, June 27, 2019 – REC Group, the largest European brand for solar photovoltaic (PV) panels, welcomes another new distributor on board in Australia, REC Group's number one market in the APAC region. The Sydney-based Solar Juice Pty Ltd. is a wholesale distributor of premium components for solar installations and serves customers in every state in Australia. The new partnership will take REC's premium solar panels to even more commercial and industrial installations nationwide.

John Kim, Vice President APAC at REC Group, is delighted at the new alliance. "With Solar Juice on board as a new partner with nationwide presence, we are confident that REC solar panels will soon be part of even more premium installations across the country, notably in the commercial and industrial market, a segment where REC is keen to strengthen our position. We are looking forward to the exciting opportunities that this alliance will bring. Solar Juice is a strong partner in Australia's growing solar industry."

REC Group's new partner in Australia

With warehousing in Melbourne, Perth, Adelaide, Townsville and Brisbane as well as Sydney, Solar Juice has an excellent reach across the country. As a wholesaler, it will be distributing REC high performance solar panels throughout its own network of customers.

Rami Fedda, co-founder of Solar Juice, outlines the benefits of joining forces with REC: "As a solar wholesaler, we distribute solar PV panels, inverters, components and complete solar systems to customers throughout Australia, so excellent product quality and long-term reliability are vital. Our customers have been requesting an additional high-end brand and product options. With solar panels from REC, we can offer our customers not just reliable quality with industry-leading warranty terms, but also fantastic economics and energy yield."

REC Partner Program

Solar Juice is REC Group's third partner in Australia, and the latest member of the REC Partner Program. Through this long-standing program, REC Group builds and maintains strong, lasting alliances with distributors worldwide. Partners benefit from a range of marketing services and technical support to grow their business and deliver excellence in installations using REC premium solar panels. REC now has 11 partners in total across the APAC region.

Importance of Australian market

Australia continues to be a key market for REC, and ranks as one of the company's top markets globally. The new alliance with Solar Juice testifies to REC's commitment to Australia – and the rise in the number of REC-certified system installers in the country is further evidence that REC Group is building a strong position. Last year, over 70 installers completed training; this year so far, the figure is 118, bringing the total to 267 nationwide.

About REC Group:

Founded in Norway in 1996, REC Group is a leading vertically integrated solar energy company. Through integrated manufacturing from silicon to wafers, cells, high-quality panels and extending to solar solutions, REC Group provides the world with a reliable source of clean energy. REC's renowned product quality is supported by the lowest warranty claims rate in the industry. REC Group is a Bluestar Elkem company with headquarters in Norway and operational headquarters in Singapore. REC Group employs 2,000 people worldwide, producing 1.5 GW of solar panels annually.

Find out more at recgroup.com and on   

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