

Gaining green through going green.

As energy prices rise inexorably, companies around the world are seeking cost effective ways to keep energy consumption costs at bay.

SolarWall® offers such a solution – and has been doing so for over 20 years. Now it's looking to expand its team of exceptional dealers, in its quest to make SolarWall systems the standard for building construction within this decade.

By joining the team, companies will help keep the environment green while adding *even more* green to their bottom lines.

Who and what is SolarWall?

Three decades ago, Conserval Engineering's president, John Hollick (engineer by training, inventor by choice), started devising ways of using solar energy to reduce our dependence on fossil fuels. By the early '90s he had invented an effective solar solution, the transpired solar collector, aptly-named SolarWall.

Worldwide interest was sparked immediately – along with the patents necessary to protect this unique solution. When the SolarWall paneling was first launched in 1994, RESEARCH & DEVELOPMENT

MAGAZINE gave it the R&D Top 100 Award for the most significant new product of the year. POPULAR SCIENCE MAGAZINE listed it in *"The Year's 100 greatest achievements in Science & Technology"*. Since then, SolarWall has continued to lead the way.

SolarWall rated "in top 2% of inventions, worldwide".

According to the U.S. Department of Energy, SolarWall system's unique design is *"in the top two percent of energy related inventions in the world"*.

SolarWall was also lauded by the National Renewable Energy Laboratory as *"the most efficient active solar heating system ever designed... with an average daily efficiency of more than 70%... new designs can achieve up to 80% efficiency"*.

In 23 countries worldwide – and counting.

From a U.S. base camp at the South Pole to a Syracuse high-rise apartment, SolarWall systems can now be found in 23 countries, with solid penetration of North American and European markets, as well as those of Japan, China and India.

Its hundreds of customers range from the gigantic hangers of the U.S. Army and NASA, to schools and arenas in remote locations. Corporate clients include Bombardier, FedEx, Ford, General Motors, Goodyear Tire, Wal-Mart and more. On the SolarWall roster are also medium to large high-rises embracing a wide range of office and apartment



types. A working SolarWall system is even a key visual element on the architecturally-magnificent Swedish Museum of Modern Art!

Why do so many clients say, "Yes"... and why will yours?

SolarWall sells more solar air heating panels worldwide than anyone else in the business. So why do so many clients say, "Yes"? The highlights:

- SolarWall systems cost about the same as brick walls. Unlike brick walls, they usually pay for themselves within one to six years. After that, building owners and occupants enjoy 25 years or more of significant heating energy savings.
- SolarWall has one of the best paybacks of solar



energy products on the market – better, too, than photovoltaics and most solar water heating systems.

- Government grants often offset some of the costs – but even without the grants, the SolarWall solution still makes sense (and cents – lots and lots of cents!).
- A further (major) benefit is SolarWall’s contribution



to air quality. By moving fresh air into a building, and thus displacing stale air, SolarWall improves indoor air quality, helping fight “Sick Building Syndrome”, responsible for a growing number of employee absentee days.

- SolarWall systems are easily installed, maintenance free and have no moving parts (other than the ventilation fans).
- Companies concerned about good corporate citizenship like that Solar-

Wall panels use renewable energy, are non-polluting and reduce greenhouse gas emissions.

Why choose SolarWall?

Simply put – because the ventilated transpired collector is (still) the most efficient and cost effective solar air heater in the market. As mentioned, SolarWall

systems were invented by Conservall Engineering, and no one comes close to matching the number of patents the company holds in the solar air heating arena. And given SolarWall’s constant search for new ways to improve products (while fully supporting existing technologies, of course!), competitors will be hard-pressed to outshine SolarWall.

SolarWall products enable dealers to offer the full solar spectrum by adding solar air heating, cooling, drying, etc. to their current solar array.

For dealers who already sell PV, SolarWall can make it easier to help persuade clients to purchase, because SolarWall systems

work with, and can improve the efficiency of, PV by cooling the PV modules and recovering heat that would otherwise be lost.

Dealers have great flexibility in how they sell SolarWall products – and can profit handsomely each and every time. You can simply sell product to contractors and profit. You can persuade an architect to include SolarWall in the design specs and sell both panels and fans. Or you can acquire your own direct clients on a turn key basis and benefit financially from various aspects of the project. It’s totally up to you.

Further, SolarWall recognizes that its dealers

will prosper if they can focus primarily on selling product. So, full marketing materials (including case histories) have been created for your use.

There are admin tools to make your life easier, and engineers and sales experts on-hand to help with tricky questions.

Making the team.

SolarWall is looking for companies and people who share its commitment to excellence, innova-

tion and superior customer service. Ideally-suited are companies already established as community leaders in the use of

renewable technologies, and knowledgeable about environmental building related matters. Firms that frequently influence building spec writing and do design build also make excellent candidates.

Why these criteria? To succeed as a SolarWall dealer necessitates being able to work well with engineers and architects – and being able to help them persuade their clients why SolarWall systems are so much more than “just a heater”.

To learn how you could be a part of this rapidly growing industry and benefit from becoming a SolarWall dealer – from joining the leading firm worldwide – please call us.



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