

Press Release

February 16, 2012

Sovello: Germany's Top Brand in the PV Industry

According to independent surveys solar installer and end-customers award the photovoltaic brand Sovello top marks. Therefore EuPD Research labels the company with the "TOP BRAND PV" seal.

Bonn. German end-customers and installers attest the Thalheimer Sovello GmbH consistently excellent brand recognition and thus a great recognition within the target group. According to the independent surveys of the market and opinion researcher, EuPD Research, the company achieved excellent values in the areas of brand awareness, distribution depth and recommendation of installers. In Germany, the most important PV market, Sovello is seen as one of the leading brands worldwide. EuPD Research therefore awards Sovello with the quality seal "TOP BRAND PV".

The seal, which EuPD Research has developed over the last year for the solar industry, is based on a unique methodology for independent assessment of brand management of solar module and PV inverter manufacturers. The seal is awarded based on a multi-level analysis. As a basis for evaluating qualified statements, brand perception among customers and intermediaries are taken in to account. This gives manufacturers an unfiltered assessment of their own brand and possible optimization opportunities in brand management. Whole salers, installers and end customers regard the "TOP BRAND PV" seal as an independent guidance for the selection of quality brands. As top module brand, Sovello has now been rewarded the premium label in Germany

The award is based on leading PV manufacturers who have passed an appropriate quality model. The Thalheimer Sovello GmbH ranks among the exclusive group of top brands that are authorized to display the „TOP BRAND PV“ label. "The seal confirms the high quality standards associated with the brand Sovello. We are particularly proud that this award comes from end users and installers alike. The active demand from customers and the recommendation of dealers, installers and partners has given us a real competitive advantage. For this confidence in our brand we are especially proud", says Andreas C. Ehrler, CSO of Sovello.

[TOP BRAND PV: Background to Brand Management and How the Seal is awarded](#)

Brand management is a term used to describe the systematic development of a brand within a target group and its differentiation from the competition. When this is done well, brand management can allow a brand to become functional, relevant and emotionally "charged", and thus to become a true corporate value. Based on years of research experience, EuPD Research has developed a model in which over 30 individual factors are analyzed in order to quantify and evaluate brand management.

With the seal “TOP BRAND PV”, the leading market research and consultation firm EuPD Research has expanded their expertise in the field of certification into the PV sector. Alongside the leading award in the field of sustainable management – the Corporate Health Award – EuPD Research now offers manufacturers in the PV branch new benefits. For years, EuPD Research has been providing companies and market-listed corporations with certificates in the fields of brand management, sustainable management and production standards. Together with business partners and test institutes, such as the TÜV Süd Life Service, EuPD Research is currently leading the market in the certification of corporate sustainability. With the seal “TOP BRAND PV”, manufacturers can distinguish themselves from the competition, appear united in the eyes of end-customers and strengthen their own brand.

Awards Help Orientation: Intermediaries and Buyers Trust Seal of Approval

In a competitive market, seals of approval such as the “TOP BRAND PV” seal do not just offer benefits for manufacturers – intermediaries such as installers can also differentiate themselves once they have proven that they are offering high quality brands. This generates extra marketing benefits without additional costs. For end customers, the quality seal offers a point of orientation in a highly differentiated market. The seal is both easy to understand and recognizable for the customer.

More information about the “TOP BRAND PV” seal of approval is available under:

EuPD Research – Head Office

Adenauerallee 134
D-53113 Bonn
Fon +49 (0)228 97143-74
Fax +49 (0)228 97143-11
press@eupd-research.com
www.eupd-research.com

EuPD Research – Berlin Office

Kneesebeckstraße 53
D-10623 Berlin
Fon +49 (0)30 880600-71
Fax +49 (0)30 894084 44
info@eupd-research.com
www.eupd-research.com
