

Press Release

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“TOP BRAND PV” for Sanyo modules: EuPD Research awards leading brands in the PV branch with the “TOP BRAND PV” seal.

Bonn. Sanyo has ranked as one of the strongest brands in the PV branch for a number of years. Among the most frequently installed crystalline module brands, Sanyo is particularly popular among installers thanks to its new and innovative product range. Sanyo received higher than average evaluations in the category “quality”, securing them the highest further recommendation rates of all brands. In recognition of this fact, EuPD Research is now awarding them the seal “TOP BRAND PV”.

The “TOP BRAND PV” seal has been developed by EuPD Research as a way of objectively evaluating the brand management strategies of module and inverter manufacturers. Statements made by market intermediaries and end customers serve as the foundation of the evaluation. Manufacturers thus receive an unfiltered assessment of their own brand as well as feedback on where potential lies to optimize their brand management. The company stands out, from an installer perspective, particularly with respect to the further recommendation of the brand and the positive evaluation of the brand. Thus, Sanyo, a strong PV module brand is now receiving the premium seal.

The results of this multi-step analysis are made visible in the seal “TOP BRAND PV” which is awarded to leading industry brands only. According to the latest assessments, only ten module manufactures and 5 inverter manufacturers rank among the global “TOP BRAND PV”.

“This accolade confirms our brand strategy and the quality of our products. The seal is a first-rate reference for our customer base”, says Shigeki Komatsu, Head of the Solar Division at SANYO Component Europe GmbH.

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.

So far, 10 out of 250 module brands can be proven to differentiate themselves sufficiently from the competition. With the “TOP BRAND PV” seal, the leading market research and consulting company EuPD Research is extending their certification expertise into the PV sector. Alongside their “Corporate Health Award”, a leading

award in the area of sustainable management, EuPD Research now hopes to present manufacturers in the PV branch with new benefits. The seal sets companies above the competition and helps strengthen their positive image in the mindset of buyers.

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.

Further information on the "TOP BRAND PV" seal and on brand management in general is available here: www.eupd-research.com. You can also contact our brand expert, Leo Ganz from 360|Consult, a subsidiary of Hoehner Research and Consulting Group GmbH and a partner of EuPD Research.

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