

# Solar cuts bills and helps win new customers!

David Stevenson, Mole Energy



I know; it sounds too good to be true; but we believe businesses everywhere are reaping savings and sales with their solar panels.

The savings are easy to understand. Solar provides businesses with free power and protects against energy price hikes. But can it help win customers?

We think so. 80% of consumers say sustainability is important to them and nearly 60% of us are willing to change our shopping habits to be more environmentally friendly<sup>1</sup>.

55% of us spend more with businesses we see making a social or environmental commitment<sup>2</sup>; and in a study of 70,000 consumer product goods, those marketed as 'sustainable' had the fastest-growing sales in 90% of categories<sup>3</sup>.

**The message is clear: businesses that can prove their commitment to sustainability win sales. And there is no better way to advertise your eco-credentials than a roof full of solar panels!**

## Trusted Solar Specialists

Every day we speak to organisations that want to make a difference to their environment and energy bills by installing solar.

Since 2010, we have worked with farms, universities, hospitals, estates, shops, garages, leisure facilities and more; building up the knowledge and expertise needed to offer cost-effective, bespoke solar solutions for any type of business or organisation.

As part of Mole Valley Farmers, Mole Energy clients benefit from excellent customer service, high-quality installation and attentive aftercare.

## We'll project manage your installation from start to finish:

**1. Our specialist surveyors will discuss your requirements** and provide you with projected returns, using solar-specific financial-modelling software.

**2. We'll liaise with your District Network Operator (DNO)**, on your behalf, to confirm whether your system can be safely connected to the National Grid.

**3. We'll visit your premises to conduct a survey** and identify viable and preferred sites for installation.

**4. We'll design a bespoke system**, which can incorporate roof mounted systems, (to accommodate a variety of roof types and orientations), and ground mounted arrays.

**5. We'll instruct a structural engineer** to carry out additional load-bearing calculations and ensure that your roofs can safely carry the panels.

**6. We'll provide a full and detailed handover**, to ensure you know how your new solar systems works.

**7. We'll offer annual servicing packages** to ensure ongoing peak performance of your system.

**Saving money and showcasing your sustainability is easy with Mole Energy.**

## Good for business, good for the planet

Since 2014, global environmental and sustainability investments have jumped 68%, as organisations wake up to the business benefits of sustainability<sup>4</sup>.

So, what are you waiting for? Generate free electricity, protect yourself from energy bill rises and earn tax relief on the capital cost.

**Your customers will thank you for it. And they're always right!**

To find out how you can cut costs and CO<sub>2</sub> emissions, contact our specialist solar experts today.



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<sup>1</sup> <https://www.ibm.com/downloads/cas/EXK4XKX8>. <sup>2</sup> <https://www.carbonandmore.com/DO-CONSUMERS-PREFER-ECO-FRIENDLY-COMPANIES/>. <sup>3</sup> <https://hbr.org/2019/06/research-actually-consumers-do-buy-sustainable-products>. <sup>4</sup> <https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/five-ways-that-esg-creates-value>