

EuPD Research awarded Sharp as TOP BRAND PV Sharp Energy Solution Europe is entitled as leading module producer in the PV branch



July 2011 – As global manufacturer, Sharp Energy Solution Europe has been awarded the seal “TOP BRAND PV”. With this, the international market researcher EuPD Research has developed a way of objective evaluation for dealers, installers and customers.

Statements regarding brand management strategies made by market intermediaries and end customers serve as foundation for the evaluation. Manufacturers thus receive an unfiltered assessment of their own brand as well as a

feedback how to optimize their brand management. From an installers perspective Sharp stands out particularly with respect to its further recommendation and the positive evaluation of the brand. Also, in the categories easy to assemble, brand image, after-sales service and price, Sharp did particularly well.

As EuPD announced, just ten out of 250 module brands can be proven to differentiate themselves sufficiently from the competition.

“We are delighted about the award. It enables

Sharp to stand out from the multitude of module producers. The seal confirms that we are on the right track with our global brand alignment and can be used by our customers as a point of reference.” says Peter Thiele, Executive Vice President Sharp Energy Solution Europe.

www.sharp.eu



Katrin Parameswaran will answer any queries on behalf of Sharp Electronics (Europe) GmbH

phone: +49 (0) 40 / 67 94 46-6183, fax: +49 (0) 40 / 67 94 46-11, e-mail: k.parameswaran@faktor3.de, FAKTOR 3 AG, Kattunbleiche 35, 22041 Hamburg, Germany