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Mobile Power!

Phil Gough Unveils Sunsynk Mobile's
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**Keith
Feb intro
Video**
via QR code

Interview with Phil Gough, Director of Sunsynk Mobile: Revolutionising Portable Power

Interviewer: Good day, Phil. It's a pleasure to have you here with us to discuss the innovations Sunsynk Mobile is bringing to the energy market. I understand there's quite a buzz around your new product launches, particularly the Lifelynk/Powerlynk XL. Could you tell us more about this new system and why it's creating such excitement?

Phil Gough: Absolutely, and thank you for having me. We at Sunsynk Mobile are thrilled about the Lifelynk/Powerlynk XL. This system is the next step in our commitment to providing state-of-the-art energy solutions. It's an all-in-one hybrid inverter and battery storage system that's larger and more powerful than its predecessors. We've integrated a 5.5kW hybrid inverter, a 5.2kWh LiFePO4 battery, and a robust 6.8kW MPPT into one seamless unit.

Interviewer: That sounds impressive. What sets the XL apart from the smaller models?

Phil Gough: The Lifelynk XL is specially designed for those needing a bit more oomph in their energy solutions. It features self-heating batteries, which are crucial for optimal performance in cooler climates, and an external smoke detection switch for enhanced safety. The system is a testament to our commitment to innovation and customer safety.

Interviewer: When can consumers expect to get their hands on one?

Phil Gough: We're starting pre-orders now,



with availability in South Africa in the next four weeks, and we're aiming to launch in the United Kingdom by March.

Interviewer: Moving to portable power – a hot topic indeed. Your plans to introduce a range of portable power solutions in 2024 is creating quite a stir. What can you tell us about the Terra and the vision behind these products?

Phil Gough: Our vision is clear: We want to revolutionise portable power. The Terra is our first step in this direction. It's a robust portable power solution with a 15-20kWh battery and a full hybrid inverter. Our product offers the flexibility to charge it either from the mains or through solar power, making it highly adaptable. Our objective is to offer a sustainable, cost-effective, and dependable solution as an alternative to diesel generators and compressors. These traditional options are often associated with noise pollution and environmental harm.

Interviewer: It sounds like a game-changer for industries relying on portable power.

Phil Gough: Absolutely, it's about enhancing efficiency while being kind to the environment. We're focusing on reducing operational costs and

the carbon footprint of our clients. The Terra is expected to be ready around Q3 2024, and we've made some significant revisions to our original design to ensure it meets the high standards our customers expect from Sunsynk Mobile.

Interviewer: I'm also intrigued by the Innagators. Can you elaborate on these and their intended use?

Phil Gough: The Innagators are a line of containerised energy storage solutions, designed to be powerful yet flexible. They come in three sizes to suit different scales of energy needs. The smallest is what we call the quarter megawatt Innagator, which is equipped with a 150kW hybrid inverter and 250kWh of battery storage, all within a 6.6 foot container. It's perfect for small operations or as an emergency backup. Our mid-range option, the half megawatt Innagator, doubles that capacity with a 250kW inverter and 500kWh of battery storage in a 10 foot container. And for large scale operations, we have the one megawatt Innagator with a 400kW inverter and 1MWh of battery storage in a 20-foot container. These products cater to a wide range of industrial applications, providing reliable, clean energy wherever it's needed.



Interviewer: It seems like Sunsynk Mobile is covering all bases when it comes to portable and hybrid energy solutions.

Phil Gough: That's the goal. We want to ensure that no matter the size or scope of the energy needs, we have a solution that is sustainable, efficient, and reliable.

Interviewer: Before we wrap up, there's a teaser you've mentioned about a 3-phase Lifelynk/Powerlynk. Can you give us a sneak peek?

Phil Gough: We're very excited about this one, but I have to keep some details under wraps for now. What I can share is that the 3-phase Lifelynk/Powerlynk will be an all-in one, plug-and-play system that's ready to go right out of the box. It will be parallel capable and battery expandable, designed to meet the needs of our commercial clients. We'll be releasing more information soon, so stay tuned.

Interviewer: That's a tantalising teaser, Phil. It's clear the future of energy storage and distribution is bright with Sunsynk Mobile at the forefront. Thank you for sharing these insights with us today.

Phil Gough: It's been my pleasure. We're excited about what the future holds and grateful for the opportunity to contribute to a cleaner, more sustainable world.

Interviewer: We'll certainly be watching Sunsynk Mobile's journey. Once again, thank you for joining us, and we wish you and your team the best with these ambitious endeavours.

Phil Gough: Thank you, and we appreciate the support.



The Advantages of LiFePO4 Batteries

LiFePO4 vs. Traditional Li-Ion: A Technical Overview

Why has Sunsynk chosen to use LiFePO4 over traditional cobalt batteries?

Lithium Iron Phosphate (LiFePO4) batteries offer a good alternative to classic cobalt-based Lithium Ion batteries with several distinct advantages:

Higher Power Output: LiFePO4 batteries deliver strong power bursts when required, making them suitable for high-drain applications.

Quick Charging: These batteries charge faster, reducing downtime and enhancing productivity, which is essential for many of our end-users.

Lightweight: The reduced weight of LiFePO4 batteries makes them ideal for portable applications and installations where weight is a concern.



Extended Lifespan: With a life-cycle that is far longer than traditional batteries, LiFePO4 batteries offer significant cost savings over time.

Safety: Superior thermal and chemical stability means LiFePO4 batteries are safer and less prone to overheating, which is crucial for user and environmental safety.

Eco-friendly: The use of phosphate avoids the environmental and ethical issues associated with cobalt, making LiFePO4 a more sustainable choice.

LiFePO4 batteries stand out in the market for their efficiency, durability, and are a forward thinking choice in modern energy systems.



Revenue Boost - Increase your revenue in 2024 through up-selling.

Up-selling is the practice of selling something additional to a customer either at the time of the initial sale or after.

Key Up-selling Strategies

1. **Understand and Align with Customer Goals:** Determine what customers aim to achieve with their solar solution and suggest pertinent upgrades.
2. **Educate on Cutting-Edge Technologies:** Inform customers about the latest in energy storage and smart home technologies that enhance their solar systems.
3. **Emphasise Long-Term Benefits:** Articulate the cost savings, efficiency gains, and convenience of upsold products, backed by data and real-world examples.
4. **Create Attractive Bundles:** Offer tailored packages combining primary and additional services at competitive rates to encourage customers to sign up. i.e. bronze, silver, and gold bundles.
5. **Deliver Superior Service:** Exceptional customer service builds trust and opens the door to successful up-selling.
6. **Engage in Follow-Up:** Post-installation follow-ups can be opportune moments for suggesting further enhancements.
7. **Equip Your Team:** Ensure your team is knowledgeable and confident in recommending upgrades that provide genuine value.

Integrating these up-selling techniques can not only increase transaction sizes but also improve customer loyalty and satisfaction. A successful upsell should feel like a win for the customer as well as you the installer.



Installer Spotlight

RAL Energy

A Sunsynk Master Installer

Name: RAL Energy Ltd

Location: United Kingdom

No. of Sunsynk Systems installed: 120

Favourite Product: The Lifelynk

Background

RAL Energy, a Sunsynk Master Installer, has grown rapidly over the last two years. Established in early 2022, our company has carried out many PV installation projects across the West of England.

At RAL Energy, we have a passion for supporting homeowners and businesses in our region by enabling them to take control of their power management and storage.

In the current environment, PV and inverter installations have transitioned from a luxury to a necessity. As UK energy costs have dramatically risen since 2022, we have seen the demand for our services skyrocket. People are looking for ways to save money on their electricity and gain control over their energy.

For many of our customers, this is a very new and strange world, and we do our utmost to demystify solar technology and the various elements surrounding it. We have found that many customers refer us to others, simply because of the personal touch we provide.

We are thankful for Sunsynk. We predominantly install Sunsynk products and have found their installer technical support to be invaluable and timely. Their products are of high quality and, as they are so competitively priced, it has helped us win a lot of business.

We have found that the Sunsynk Connect app has dramatically reduced the time spent needing to travel for troubleshooting at client sites. Many queries can be solved just by looking at the client's system through the installer portal on the Sunsynk Connect app. The app has been a great tool for streamlining our business. We are looking forward to many years ahead of supporting customers to take control of their energy, save money, and help them become part of the green revolution that is sweeping the United Kingdom.



Industry Pulse:

A New Dawn for Home Energy Solutions with VAT-Free Sunsynk Products

One of the latest pieces of news to hit the headlines is the UK government's new policy change, set to greatly benefit installers: the exemption of Value Added Tax (VAT) on retrofitted domestic battery energy storage systems (BESS).

This cost reduction is likely to increase the number of potential customers for installers and Sunsynk alike. Price has always been prohibitive, and with this 20% saving on batteries, there will be a great incentive for those who have been unwilling or unable to pay. The domestic BESS units allow households to store energy generated through renewables and also enable them to purchase cheap off-peak energy to use during the evening or on cloudy days. When integrated, these batteries also contribute to grid stability as they reduce the number of homes drawing directly from the grid at peak times.

The VAT policy around eco-tech has been a contentious issue for a long time, as it has not been balanced. For example, heat pumps and insulation have qualified for VAT exemption when installed alongside new solar energy systems; however, this has not included BESS retrofits—until now.

It is expected that this change will stimulate an increase in the adoption of energy storage solutions across a broader spectrum of

society and help households dramatically reduce their energy bills, all of which is great news for installers.

Sunsynk's Lifelynk series—an innovative line of all-in-one inverter systems—will benefit from this VAT exemption, making these cutting-edge products even more accessible to homeowners across the UK. The Lifelynk series has quickly become recognised for its affordability and ease of installation.

This is an ideal time for installers to grow their customer base by connecting with cost-conscious homeowners who have been considering a solar inverter and battery system but have held back due to the cost of traditional systems.

The removal of VAT on products like the Lifelynk series emphasises the UK government's commitment to reducing carbon emissions and making new eco-technologies more financially accessible to the average consumer. This change also greatly benefits the manufacturers and installers, as it lowers the barrier to entry for consumers wanting to take control of their energy, resulting in a much larger pool of potential customers.

As the UK, along with other nations, continues to make policies to reduce the financial burden of installing eco-technologies, we anticipate a significant increase in those looking for trusted brands and reliable installers. Sunsynk and our installers are at the forefront of this new movement, ready to provide homeowners with VAT-free, state-of-the-art energy solutions.

Double your savings, switch to solar!

Sunsynk products are more affordable than ever before, often priced lower than its competitors.



Sunsynk Updates

Sunsynk Leisure Division: Powering the Great Escape

The Leisure division at Sunsynk has been abuzz with a ground breaking update. We are thrilled to share that two esteemed mobile home and lodge manufacturers have confirmed the integration of Sunsynk products into their new ranges.

This move signifies a major step for the leisure industry, positioning Sunsynk at the forefront of power management in the holiday park sector. As these manufacturers roll out their latest models equipped with our state-of-the-art solar inverter solutions, holidaymakers can look forward to new environmentally compliant homes, without compromising on the experience they have come to expect.

We anticipate a growing trend where numerous holiday parks will turn their sights to retrofitting existing units. The demand for efficient power management is climbing, and with it, a golden opportunity for installers in the leisure sector.

Lifelynk Series: Power Autonomy for Every Home.

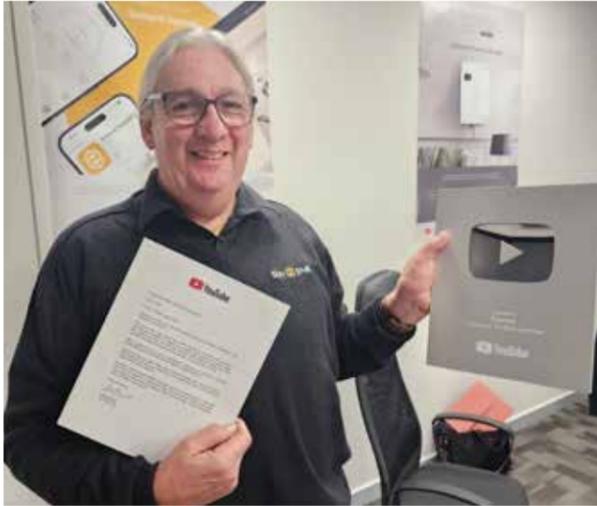
The Revolution Arrives: The end of 2023 marked a milestone for Sunsynk with the launch of the Lifelynk Series—an all-in-one inverter and battery system designed to make energy storage and management available to more. Made for the masses, Lifelynk stands out with its affordability, akin to the cost of a high-end smart-phone, bringing the once-exclusive realm of power autonomy to the average household.

A Market Transformed: With Lifelynk's entry, the potential market for installers has soared. This product breaks down the financial barriers, allowing a diverse range of customers to invest in energy independence. Installers now have the chance to tap into a broader audience eager to be in control of their energy but without the hefty price tag.

Next Edition Teaser: In our upcoming issue, we'll explore the features that elevate Lifelynk's user experience. For now, get acquainted with the product that's reshaping the energy sector. Installers, gear up—Lifelynk is here to expand your business horizons, and with it, the landscape of accessible clean energy.




SILVER AWARD



We are proud to announce that our CEO, Keith Gough, has been awarded the YouTube Silver Award for achieving his 100,000th subscriber to the Sunsynk YouTube channel. All the content has been created by Keith, and over the years, he has built a great and growing community. Keith is always so full of energy and passion for the products that Sunsynk makes that watching him is a joy. Coupled with that is his down-to-earth style of presenting very technical information, a winning combination that has led to customers and installers alike from all over the world subscribing to the channel.

If you haven't watched the video linked on the front cover, why not do so and subscribe today?

Boost Love for Solar Enhancing Customer Relationships in the UK

February is the month of Valentine's, and love is in the air—a love for solar. Everyone has heard about it. Everyone is talking about it. Some hate it, but most love it and would like it; however, they are often afraid of the commitment and the cost.

In UK culture, certain sayings have become entrenched, which need to be challenged. "Solar is too expensive." "I can't afford it." "It will take 10 years to start paying back... I may be dead by then." There is also a whole plethora of other arguments about why it won't work. And whilst some are flirting with the idea of solar, it is clear that solar is a love affair that is here to stay.

But, as with love, everyone is different, every story is different, and every relationship is different.

And as installers, you are the customer-facing professionals who need to tell a new and better story through your marketing, your YouTube channels, and your daily interactions with potential clients.

Help them fall in love with solar. Tell them about the incredible savings they can make from day one through peak shaving. Tell them about other recent new customers and how their lives have changed for the better through solar solutions. And tell them you will be there every step of the way because, in this brave new world of energy autonomy, the relationship between you, the installer, and the homeowners is changing.

It's changing from a one-time functional installation to being the professional they call on to optimise and improve their energy management. True customer care in this new era means ongoing support, ensuring that each installation continues to function in the way the client needs and wants it to, and that it evolves with the latest advancements in technology. It's about creating long-term relationships that result in stable, long-term profits. At Sunsynk, we are all about having long, meaningful relationships with our distributors and our installers. It's proven that businesses built on relationships and treating people well thrive. It is the Sunsynk way.

Whilst some customers still have cold feet and are nervous about jumping into installing a solar array and inverter system, we are confident that, in general, hearts are opening up, a change has started, and our response, as manufacturers and installers, should always be to meet them where they are at in that relationship. Make them feel safe and hold their hand as they step into this new era with us.

For those that do, it will pay dividends as they will be cultivating the relationships that will secure clients for decades to come.

January's Top FAQ: Batteries in the cold: During the last month, most of the FAQs asked of our technical team were about battery functionality in the cold.

We have taken the answers to these various questions and compiled them into a learning block below:

In the UK's winter, if your batteries are charged only from solar and not the Grid, then reduced sunlight means energy is used and often leaves batteries partially charged for extended periods. This prevents batteries from reaching a full 100% State of Charge (SOC), which is essential for calibration where the voltage is adjusted to reflect the true SOC.

Without this, SOC readings may become unreliable, leading to discrepancies between the actual battery level and what is indicated. For instance, a battery might indicate it's at 30% SOC when it is actually at 10%. To ensure accuracy is maintained, a full charge cycle every 7-10 days is highly recommended.

For systems that charge from the Grid overnight and are situated in colder areas, such as outdoor settings or unheated indoor spaces, there might be times when the batteries cannot charge due to low cell temperatures.

When the temperature inside the battery cells falls to 0°C, the charge rate tapers off and eventually stops to protect the battery's chemistry. The charge rate begins to decrease when cell temperatures approach 10°C and halts below 0°C, although discharging is still possible. Normal charging can resume only when cell temperatures rise above 12°C, which may necessitate an ambient temperature of around 15°C to compensate for any temperature differential between the cell and its surroundings.

This is important to consider during installation, particularly in the summer months when winter seems so far away.



Upcoming Events During Q1 2024

Sunsynk is happy to announce our participation in several upcoming shows during Q1. These events are the perfect occasion for us to meet our team face-to-face. We will be exhibiting in the UK later in the year.

	<p>Solar & Storage Live Africa - Johannesburg, South Africa Dates: 18-20 March 2024 Location: Johannesburg, South Africa Highlights: Experience our innovative power storage and management solutions designed for the unique African energy landscape, offering resilience and efficiency.</p>
	<p>The Future Energy Show - Johannesburg, South Africa Dates: 18-20 March 2024 Location: Johannesburg, South Africa Highlights: Join us as we present our vision of the future of energy, discussing trends, sustainability, and the role of power storage and management to mitigate against the challenges of load shedding.</p>

Did You Know? Fun Facts!

This section is to equip you with interesting pieces of information that you can slip into conversations with customers. Always good to have a random fact up your sleeve:



Solar Energy Potential

In only 18 days, the sun provides the Earth with as much energy as is contained in all of the planet's reserves of coal, oil, and natural gas. (UCSUSA)



Solar Roads

Around the world, initiatives are underway to develop solar roadways, which are roads embedded with solar panels. While still in the experimental stage, these could revolutionise the concept of energy generation, turning every road into a potential source of power.



Floating Solar Farms

'Floatovoltaics' represent an innovative type of solar installation that floats on bodies of water. Not only do they not take up valuable land space, but they also reduce water evaporation and algae growth in the water bodies they cover.

Next Month

Lifelynk Series: A Deep Dive

We're peeling back the covers on our revolutionary Lifelynk series. Discover the innovation that's setting new benchmarks in the industry, and learn how Sunsynk's incredible R&D team has created a product that is opening up new markets. From intricate design details to extraordinary functionality, prepare to be amazed by Sunsynk's latest marvel.

Maximizing Your Solar Investments in the UK

Sunsynk News is bringing you the installer information about the latest solar incentives. Find out how to help your customers make the most out of the nation's green initiatives.

More Than Just News: A Movement

We've got all this lined up for you, along with an abundance of other inspiring content, from installer success stories to expert tips to grow your business. Keep your eyes peeled for the March edition of Sunsynk News.

Connect with Sunsynk Today!

Follow us on our social media channels using the QR codes below to stay updated.

Find your nearest distributor using the QR code below and start installing Sunsynk today.

Links to find out more



Beginners
For beginners or if you want to find out more about our inverter and what they can do for you.
Visit: www.sunsynk.org/ourinverters



Approved Installers
To see our approved installers and their locations please scan the code.
Visit: <https://www.sunsynk.org/approvedinstallers>



Lifelynk Explained
Sunsynk Mobile
Lifelynk explained by Keith
<https://www.youtube.com/watch?v=DJ2xj6-v2f4>



Global Sales Team
To contact a member of our sales team please scan the code.
Visit: www.sunsynk.org/globalsalesteam



Technical Support
For advice, help or troubleshooting please scan the code.
Visit: <https://www.sunsynk.org/tech-support>



Keith's message to our Sunsynk installers for 2024!



Our Distributors
To see distributors in your area please scan the code.
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