

Change the way we think about energy

USE THE SUN FIRST!

Filter **UNEP**

help

Narrow by **Region**

- Africa (176)
- Antarctica (3)
- Asia (438)
- Europe (971)
- Latin Americas (188)
- North Americas (673)
- Oceania (91)

Narrow by **Key Pillars**

- Awareness Raising (837)
- Certification (104)
- Finance and Incentives (545)
- Policy (362)
- Standards (166)
- Training and Education (245)

Narrow by **Market Sectors**

- Air Heating (75)
- District Heating (154)
- Domestic Hot Water and Heating (925)
- Heat Storage (71)
- Pool Heating (80)
- Process Heat (139)
- Solar Cooling (177)
- Solar Thermal Power (258)
- Water Treatment/Desalination (36)

Narrow by **News**

- News (785)
- Product News (16)
- Industry News (58)
- Technology Trends (14)

**Who's online**

There are currently 0 users and 374 guests online.

Home ▾ News & Events ▾ Most popular ▾

Home

## Customers Appreciate 'Made in Portugal'

Submitted by **Baerbel Epp** on November 6, 2012



The Portuguese government is campaigning for products 'Made in Portugal', in order to increase domestic demand. Soldirecto followed the call and started mass-producing solar thermal collectors this year. The company, which was founded two and a half years ago, is based in Vendas Novas near Lisbon, the capital of Portugal. The five-person team purchases laser-welded absorbers from Germany and assembles the collectors in a local factory.

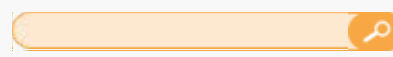
Photo: Soldirecto

"With around 50 different brands, the solar thermal market in Portugal is a very competitive one, but imported systems have the biggest share," Patricia Marques, Marketing Manager of Soldirecto, explains. "Made in Portugal' is appealing to costumers and we have gotten positive feedback from sector players." A market survey in 2010 identified 55 brands, of which only 14 were from Portugal.

Soldirecto is about to build up a distribution network of regional resellers. They can either purchase collectors or complete systems. The minimum collector number for one order is ten. "An order of 40 collectors and more will be delivered free of charge to any location in Portugal," says Marques. This is a great advantage



A Web Community for Solar Thermal Professionals

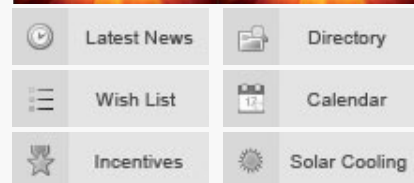


Advanced search enhanced by Google™

Subscribe to our Newsletter

NEWSLETTER ARCHIVE

Featured items







to resellers compared to importing collectors. Usually, imports have to be bought in larger quantities per order. Because the solar thermal market is much lower than in the boom year of 2009, smaller orders are more convenient today. The national solar industry association **Apisolar** expects a market volume of 82,631 m<sup>2</sup> in 2012, which is 35 % below the previous year.

Soldirecto was founded by three entrepreneurs who have partly been already active in other companies of the heating segment. The company is producing around 300 collectors per month at the moment and is looking for international partners to start exporting. First contacts have been acquired in Angola, a Portuguese-speaking country in southern Africa. Soldirecto has been involved there in the negotiations with the Angolan government to install solar water heaters at social housing projects.

More information:  
<http://www.apisolar.pt/>  
[www.soldirecto.pt](http://www.soldirecto.pt)

*News Portugal Germany Angola distribution networks Apisolar Soldirecto*

-  [Add new comment](#)
-  [Printer-friendly version](#)

[terms of use](#)

### Latest news

- [Customers Appreciate 'Made in Portugal'](#)
- [Mexico: Workshop on Quality Assurance for Solar Water Heaters](#)
- [China: Subsidy Scheme for Energy-Efficient Products](#)
- [France: Uniclimate Study Predicts Stagnating Market in 2012](#)
- [Croatia: Solar Process Heat Benefits and Challenges Discussed at Eurosun 2012](#)

### Latest uploads

- [Heat Driven Vapor Compression Air Conditioning \(2011\)](#)
- [Mainstreaming Commercial Solar Thermal \(2011\)](#)
- [Customers Appreciate 'Made in Portugal'](#)
- [Mexico: Workshop on Quality Assurance for Solar Water Heaters](#)
- [China: Subsidy Scheme for Energy-Efficient Products](#)

### Related content

- [Portugal: Market Drops Again in 2012](#)
- [Market Statistics: Three Studies Analyse Solar Thermal Market Development](#)
- [Europe: Heineken Brewery to Install Three Big Solar Plants](#)
- [Portugal: Last Quarter Exceeds Expectations](#)
- [Sonnenkraft: "We Have a Responsibility to Innovate and Develop Solar Energy"](#)





**SMEThermal 2013**  
 29 January 2013, Berlin, Germany



### Sponsors



### Recent comments

- [Truth in the middle](#)  
 Krystyna Dawson BSRIA  
 2012-09-21 19:23
- [solar panel for home](#)  
 upendra  
 2012-09-16 10:11
- [Add new comment | Solarthermalworld](#)  
 Michell  
 2012-09-06 02:32
- [The Energy \(Solar Water Heating\) Regulations 2012](#)  
 Robert Pavel  
 2012-09-02 12:03
- [Add new comment | Solarthermalworld](#)  
 Corina  
 2012-09-02 09:06
- [Solar Thermal Power Plant](#)  
 Parikshit Kabra  
 2012-08-25 17:38
- [Solar Geysers](#)  
 AGS Solar  
 2012-08-10 08:50
- [Air Source Heat Pumps installation](#)  
 Anna marie  
 2012-08-09 10:31
- [new technology out](#)  
 zorba

2012-08-06 17:33

- **Information**

sony c a jose

2012-08-03 14:40



Solarthermalworld  
**solarthermal**

**solarthermal** Heat Driven Vapor Compression Air Conditioning (2011): This presentation was created by David M. Baker, Presiden... [bit.ly/Wxvui4](http://bit.ly/Wxvui4)  
6 hours ago · reply · retweet · favorite

**solarthermal** Mainstreaming Commercial Solar Thermal (2011): This presentation was created by North Carolina solar energy comp... [bit.ly/Wxvui1](http://bit.ly/Wxvui1)  
6 hours ago · reply · retweet · favorite

**solarthermal** Customers Appreciate 'Made in Portugal': The Portuguese government is campaigning for products 'Made in Portugal... [bit.ly/WxvwGG](http://bit.ly/WxvwGG)  
6 hours ago · reply · retweet · favorite

**solarthermal** Mexico: Workshop on Quality Assurance for Solar Water Heaters: A comprehensive documentation of the workshop "Qu... [bit.ly/VyeG9h](http://bit.ly/VyeG9h)  
18 hours ago · reply · retweet · favorite



Join the conversation