

Solar distributing network makes SWH accessible for all

Solar Distributors Africa (SDA) has built a large national network that provides state of the art solar technology to the industry. The company's focused approach to supplying a comprehensive range of top quality solar water heating products to the supply chain is creating a number of opportunities for people interested in entering the solar industry.



The products that SDA supplies conform to the applicable manufacturing quality standards and the company urges all their dealers to set high installation standards.

"Dealers wanting to sell certified solar water heaters now have access to a national distribution network with a comprehensive product range," says Anton Pretorius, a director at SDA. "We have at least 15 solar systems that have been approved by Eskom's Demand Side Management program, with more currently being tested. Our straightforward solar distribution network makes quality products available at affordable prices; dealers no longer need to spend time or money on sourcing, warehousing or transport."

How to get quality SWH at competitive prices

Pretorius explains that SDA is able to supply quality solar water heating products at lower costs due to their volume of purchases and relationships in the industry. "SDA has been in the industry for a number of years. We have identified the key players and know who and what to look out for. We enable our suppliers to stay on the cutting edge of technological developments in solar water heating. Quality product is not negotiable. Local manufacture is preferred.

By purchasing our products in bulk we in turn supply our dealers at lower prices, a saving which should find its way down to the consumer," says Pretorius.

Benefits of using this solar distribution network

- A comprehensive range of Eskom accredited solar water heating products available on you doorstep.
- Top quality products supplied at discounted prices.
- No franchise fees required whilst joining a national supply chain.
- None of the problems associated with importing from suppliers 10 000 miles away.
- Immediate benefits of national branding and marketing.

- Access to accredited training courses supported by our suppliers.
- Technical back up available.

"There are a number of benefits of being part of our distribution network. It allows each of the parties involved to focus on their area of expertise. In doing so, we can all be the best at what we do. It eliminates the need to duplicate; we streamline the entire sales and distribution network, which saves money," says Pretorius. "This network will improve the general awareness regarding solar water heater products, cost and installations. By increasing the efficiency in the supply chain the overall cost is driven down, making SWH's affordable for the man on the street. Our vision is that every household in South Africa should benefit from the abundance of sun energy by having access to a suitable solar water heater."

Theuns van Aardt, a director at SDA, agrees that there is great value in a local supply chain. "A high-quality supply chain for the SWH industry can change the way people in the industry do business. We want to enable SWH business across South Africa to be able to get the stock, be it panels, geysers or entire systems, in their respective areas. This is a local initiative, driven by local companies to address the need for solar water heating in South Africa," says van Aardt.

For more information about SDA, e-mail anton@sdafrica.co.za or theuns@sdafrica.co.za.

