



**PREBOLD, 30<sup>th</sup> of September 2009** – Slovenian producer of photovoltaic modules BISOL, d.o.o is expanding its sales network with a daughter company in Belgium. Direct presence on Belgian market is very important due to the high market share. BISOL wants to help Belgian partners to further increase their domestic market share and ensure stable sales growth together with them.

The main aim of BISOL bvba is to offer to the existing and new costumers the best quality after sales support. “According to our experience, direct and rapid response to changes on the market is essential and you can only achieve it by acting locally,” says BISOL’s managing director, Dr. Uros Merc. Daughter company’s head of sales Bert Lambermont, with many years of experience in sales and marketing, and project engineer Stijn De Witte will with the help of co-workers try to improve the situation of Slovenian brand and offer all necessary support to Belgian customers. Dr. Merc: “Global market recognizes our products as premium quality products. For this purpose, a company has to have all sales, after sales and service activities at the highest level.”

Despite lower solar radiation Belgium has favourable conditions for building PV systems. According to EPIA, only in 2008 almost 48 MW were built in Belgium. Dr. Merc: “When lower solar radiation, high quality of PV modules is even more important. And BISOL is world famous precisely for its high quality products.”

BISOL's sales strategy is focused mostly on ensuring long term growth. The main objective of the company is to substantially increase brand recognition and strengthen its position, both abroad and in Slovenia. Still this year BISOL is planning to establish a daughter company in Italy as well. In the near future, most likely in 2011, part of production activities will be set up in USA.