



Press Release

SMA America

SMA America Unveils New Sunny PRO Club Service Center

Solar Installer Partnership Program Expands Services to Better Support Members

ROCKLIN, Calif., Mar. 15, 2011—[SMA America](#) has relocated its Sunny PRO Club Service Center to the company's new U.S. headquarters in Rocklin. As part of its expansion, the [Sunny PRO Club](#)—a membership-based professional partnership program for solar installers—has broadened its services to improve upon its award-winning model.



SMA's Sunny PRO Club Helps Solar Installers Take Their Businesses to the Next Level

Photo courtesy of SMA America

Independently maintaining an active marketing program can be time-consuming, difficult to manage and expensive. The Sunny PRO Club meets this challenge by helping members develop marketing strategies and create custom support materials to systematically increase market presence and drive sales. Sunny PRO Club members can take advantage of reduced graphic design pricing, as well as printing services at or below cost.

"As the world leader in solar inverter technology and manufacturing, SMA is dedicated to supporting and guiding the growth of the solar industry through solar installer programs, like the Sunny PRO Club," said Jeffrey Philpott, director of marketing for SMA America. "By allowing Sunny PRO Club members to tap into SMA's professional marketing and graphic-design resources, installers are able to take their businesses to the next level."

The Sunny PRO Club recently launched new Club Services, support materials customized with the member's company name and logo. These include t-shirts, a corporate identity package (print-ready files for company business cards, letterhead and envelopes) and professional lawn signs. Also unveiled were new Member Services, including sales tools such as postcards and SMA's *Smart Choice, Responsible Investment Brochure*. This brochure helps educate potential customers about the financial and environmental benefits of using solar power.

These new offerings join the Sunny PRO Club's established portfolio of Club and Member services. The full slate of Club Services include tradeshow displays, banners,



reference sheets, logo design services, custom brochures and vehicle signage. Pre-existing Member Services include display inverters, personalized brochures, presentation folders, advertising templates, giveaway items, direct-mail support, door hangers and much more.

Additional Sunny PRO Club Benefits include priority technical service, online solar professional listings, free and discounted technical training, a monthly e-newsletter, and access to exclusive member events.

To become a Sunny PRO Club member, solar installers can request an application form by calling a Sunny PRO Club member service representative at (877) 506-1747. Applications also are available online at www.SunnyPROClub.com. To qualify, applicants must maintain a licensed electrician or NABCEP installer on staff, attend one SMA Solar Academy training per year and pay an annual membership fee of \$175. Once the application is processed and approved, the new member will receive a Sunny PRO Club Welcome Kit including membership card, certificate and detailed club information.

About SMA

The SMA Group generated sales of EUR 934 million in 2009 and is the worldwide market leader for photovoltaic inverters, a key component of all solar power plants. It is headquartered in Niestetal, near Kassel, Germany, and is represented on four continents by 15 foreign subsidiaries. The Group employs a staff of over 5,000 (incl. temporary workers). SMA's product portfolio includes the most comprehensive range of inverters on the market, offering a compatible inverter for every type of photovoltaic module and for all plant sizes. The product range covers both inverters for photovoltaic plants connected to the grid as well as inverters for off-grid systems. Since 2008, the Group's parent company SMA Solar Technology AG has been listed on the Prime Standard of the Frankfurt Stock Exchange (S92) and also in the TecDAX index. In recent years, SMA has received numerous awards for its excellence as an employer. www.SMA-America.com

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Photo Caption: SMA's Sunny PRO Club Helps Solar Installers Take Their Businesses to the Next Level

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