



Good Start | Suntech Awarded “Top Brand PV” Seal in Europe from EuPD Research

Suntech, a world leading manufacturer of high-performance PV products, announced today that it was awarded the “Top Brand PV” seal in Europe by EuPD Research, Europe’s leading sustainability research firm. It showed that Suntech stood out for its top brand quality, high brand awareness amongst end-customers, and distribution depth, which refers to a strong position in brand portfolios of installers.

Since the expiry of the “MIP” in EU, the competition of PV industry is aggravate in Europe. Suntech awarded the "Top Brand PV "seal in Europe this time, which is not only the recognition of 18 years' top performance in the market, but also the brand satisfaction and loyalty in Europe.

The “Top Brand PV” seal is awarded based on survey responses from close to a thousand installers and intermediaries in markets with mature residential and commercial rooftop PV sectors. Participants of the survey rated Suntech positively on aspects such as brand awareness and brand management. Suntech is also ranked among the top module manufacturers based on recommendations from PV installers who responded that they are highly likely to recommend Suntech to their customers.

In recent years, Suntech has awarded “Top Brand PV” seals in the UK, Germany, the Netherlands and so on. At the beginning of 2019, Suntech awarded the “Top Brand PV” seals again in Switzerland, Italy, the Netherlands and France. This honor is testament to Suntech’s reliable quality of product and strong market reputation in Europe.

Suntech had good performance in the global market including India, Australia and Mexico in 2018, and also in some emerging markets. Suntech worked closely with local partners, gradually established local distribution systems and achieved good performance. Suntech has well implemented the "Global & Local" market-development strategy. Compared to 2017, Suntech's overseas shipments in 2018 grew by 100%. Based on the good performance in overseas markets in 2018, Suntech will further optimize overseas distribution and expand its overseas markets in 2019.

The "Top Brand PV" honor means a lot to Suntech. Not only affirms Suntech's continuous efforts in overseas markets over 18 years, but also sets a foundation for Suntech's future development in overseas markets.