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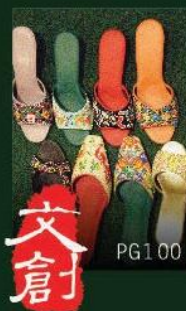
BUSINESS & FINANCIAL

季刊

指下功夫
挽救足下绣珠鞋

胡陞忠
主导自己的
特效人生

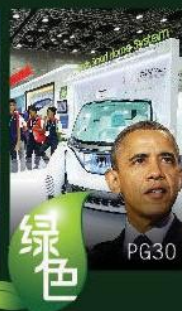
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创新与创业

GREEN

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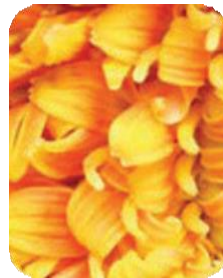
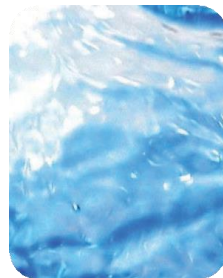
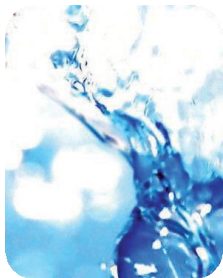
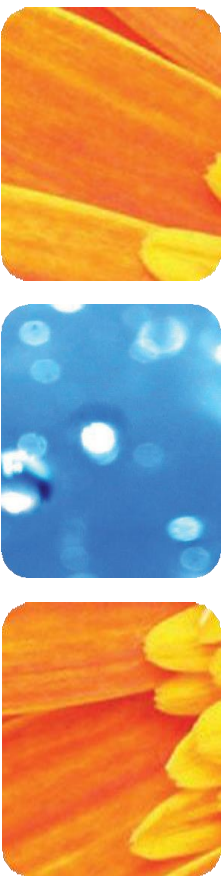


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HQ/ Factory
No.2, Jalan Utarid U5/14, Seksyen U5,
Mah Sing Integrated Industrial Park,
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CO2 Reduction Starts from the Bath!

Green Solar Energy Water Heater Reduces Energy Consumption

With year round summer, air-conditioners are becoming a necessity in modern Malaysian homes to keep the heat at bay. Despite the heat, Malaysians have also become very accustomed to hot shower, and trying to keep ourselves cool and warm is becoming increasingly more expensive.

Many people are under the impression that the air conditioner is the biggest energy consumer in the household, but research has shown that the biggest culprit is actually the water heater. According to Mr. Antony

K.T.We, Director of Operation of Green Solar Energy, many people are unaware of the energy use of the water heater as we spend a disproportionately large amount of time enjoying the effects of the air conditioner compared to the water heater.

That said, the shower heater is not the only culprit, the automatic water flask common in many homes today not only boils the water, but continue to use huge amount of energy to keep the water at close to boiling point throughout the day. Boiling 30 gallons of water from

room temperature would require some 6 kilowatt, roughly the same amount of energy to run an air conditioner set for 25°C in Malaysia for 10 hours. This example just goes to show the striking differences in power consumption.

“The rapid heating cycle of the standalone unit requires huge energy draw to heat up water instantaneously and often lead to inconsistent water temperature. The reservoir version might give more steady water temperature, but requires huge amount of energy to keep the water in the tank heated.”



Start from the Biggest Offender

Antony K.T. Wee added that many people mistakenly turn to reducing the use of air conditioner in a bid to reduce their energy bill instead of looking to reduce their heating bill. This is barking up the wrong tree as they are not targeting the most significant contributor. Installing a quality solar water heater might be a better choice to reducing energy consumption, and will lead to huge cost savings in the long run.

Take China for example, the country has embarked on a mandatory solar water heater installation drive in many provinces and cities in a bid to reduce the country's carbon footprint. The Chinese government is also providing huge subsidy to facilitate and accelerate the adoption of the solar water heaters.

"With the worsening global energy crisis, the Chinese government has been active in pushing for greater awareness through a series of campaigns designed to increase awareness, but even so, the government has decided that the adoption of solar water heater is still the major factor in the cause. City-wide adoption helps reduce the carbon

footprint, reduce load on the energy grid, and ultimately lead to greatly improved ecology environment, thus it is a policy that is worth pursuing and promoting."

Founded only three years ago, Green Solar Energy may be a new player to Malaysia's solar water heater market, but its management has an average of more than 20 year experience in the green energy industry.

"Our management and technical personnel have an average experience of more than a decade, and I have been in the solar water heater business for 30

years already," adds Antony K.T. Wee, "I was in the pioneer batch of importers to bring in solar water heater into Malaysia and has accumulated a wealth of experience over the decades that will definitely come in handy when advising customers on green energy solutions."

He added that the company's shareholders have high hopes for the future of the industry and thus decided to invest their time and funds in building up this industry.

However, due to the fact that the green industry in Malaysia has been slow to



take off, the response for Green Solar Energy products has been lukewarm at best. This is why Green Solar Energy has made it a point to not just promote its products, but to educate Malaysians on green living to raise awareness.

Old Mindset Equals Huge Market

Malaysia solar water heater market can be subdivided into household, commercial, and industrial use, with household application making up bulk of the users. However, the true savings will come from converting industrial users due to the huge amount of hot water that they use. However, it is rare to see factories in Malaysia turning to solar water heater due mainly to the huge cost involved.

“People in developed countries such as the US and Europe adopt solar water heaters in a bid to do their parts for the environment. In contrast, Malaysians tend to focus more on the cost savings and return of investment when deciding whether to install the heaters. The different philosophies meant that it is difficult for solar water heaters to become mainstream consumer products in Malaysia.”

There are about ten major players in the solar water heater industry with the spread between manufacturers and distributors at 50-50. However, Antony K.T. Wee laments that the turnover of the entire industry is under RM 40 million

which shows that there is still huge room for growth in the market.

He explains that cost is the major stumbling block to widespread adoption as installation would involve not only the heater itself, but also hot and cold piping, booster pumps, and workmanship that can easily come up to between RM8,000 to RM 10,000. This is why only middle to upper income can afford to install these devices.

“There are some cheap water heaters on the market, but as far as Green Solar Energy is concerned, every solar water heater is warranted for 10 years and as manufacturers, we insist on using only the best, most durable and rust proof material. We insist on using high quality copper, stainless steel, and aluminum to ensure longevity.”

Antony K.T. Wee pointed out that there are different grades of stainless steel, copper, and aluminum on the market and some unscrupulous traders choose to use cheaper material in a bid to reduce cost. Doing this not only leads to reduced durability, but can even make the product very dangerous. However, most consumers are unable to tell the differences and hence should make it a point to ask more about the product during purchase to find out the quality and function of the product, as well as the background and reputation of the manufacturer.

“Solar water heaters are durable goods warranted for 10 years and this meant that consumers will not buy again for a decade. Some manufacturers are only concerned at making a quick buck and formed a company to manufacture low quality products and push the product to the market at very cheap prices. Problems with the low quality products only surface after a few years and by then the company might have folded and consumers will have no place to turn to for warranty claims.”

He reminded consumers to choose wisely the product and manufacturer to avoid having to deal with substandard quality and after sale services after spending so much money.

One-Stop Services Focused on Quality

Speaking about Green Solar Energy's product, Antony K.T. Wee assures that there has never been any incident of customers coming back to complain about the solar water heater he sold. The reason is simple. The company is very focused on product quality and uses only the best raw material to ensure longevity, high efficiency, safety, high absorption, and high thicker material specifications. Every product is quality tested before being allowed to leave the factory.

“We have been in the industry for a long time and provide a one-stop solution, including research and development,

manufacturing, consultation, sales, installation, maintenance, and after sales services. As a manufacturer, we not only can control the quality of our products, but are able to satisfy customers' demand for various design and specification."

Green Solar Energy is not only focused on product quality, but does its best to build up a strong company reputation. Antony K.T. Wee hopes to make Green Solar a household brand and give consumers absolute confidence in them. He hopes that Green Solar will be the first name to come up on consumers' mind when they are looking for water heater.

Antony K.T. Wee plans to expand the company into the global arena and sees exports as the only way for the business

to grow bigger. At the same time, solar water heater can help the environment and he is proud to be part of the change. He stressed that the company will continue to promote the benefits of

solar water heater so that they not only sell a product, but can help increase awareness amongst consumers.



Join IGEM, Do a Part for Green

Green Solar Energy has participated in IGEM for two consecutive years now and Antony K.T. Wee feels that the premium green exhibition is a perfect platform for Green Solar to showcase its products and services.

This year, Green Solar Energy introduced a range of higher range products, such as his new titanium solar panel, in line with this year's IGEM theme. Antony K.T. Wee is proud to note that his company's new titanium solar panel is the market leader in terms of absorption rate, durability, and energy savings.

Antony K.T. Wee decided to join IGEM mainly to build a strong brand name and to use the platform to seek and create more business opportunities. However, according to him, another important goal is to pass on the idea that energy saving is not only about the obvious electrical items such as air conditioners and refrigerators, but also about those items running in the background. With such high energy consumption, the water heater is no doubt one of the most important components when it comes to energy management and will have the most significant energy savings.



Mr. Antony K.T. Wee, Director of Operation of Green Solar Energy encourage people to reduce energy consumption and carbon footprint by using solar water heater.

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