

Media Release

24 February 2020

SENEC Australia expands its operations with new GM appointment

A world-leader in innovative energy and storage solutions, SENECAustralia has expanded its operations by opening an office in Sydney and appointing Patrick Duignan as general manager of sales & service.

The German solar battery manufacturer set up its regional head office in Perth two years ago and has been making inroads into the home, apartment and mining battery storage market since then.

SENEC is now offering an optional extended 20-year warranty for its new hybrid battery, which is expected to be a major impetus for all homeowners with rooftop solar to take the next logical step and add a battery.

Interestingly, in Germany more than half of PV (photovoltaic) rooftop purchases include a battery for energy storage. However, in Australia the total number of households with solar batteries is a low 8 per cent.

Mr Duignan is well known in the solar industry having previously worked for Hanwha Q Cells Australia (Managing Director) and SMA Technology (Sales Manager). He has a proven track record in managing multi-million-dollar accounts and securing new business to underpin both revenue and financial success.

A priority for Mr Duignan in his new role at SENECAustralia will be to continue to build and grow strong partnerships and encourage more solar PV suppliers to take advantage of the support, training, education and technical assistance available to them from the SENECAustralia team.

"It is rare to be able to join a company that has embraced the needs of the market and developed a premium product and service solution that is tailored based on those needs," Mr Duignan said.

"This, combined with the backing of EnBW and the ability to offer a 20-year warranty, makes SENECAustralia a very strong and attractive choice for the Australian residential market.

"We look forward to growing the team on the eastern seaboard with a new business development manager joining us in March."

SENECAustralia launched its new SENECAustralia.Home V3 Hybrid battery in late 2019, which offers home owners extensive benefits including 90 per cent solar power self-sufficiency, even in blackouts. The combined photovoltaic inverter and battery inverter of this model delivers savings of approximately \$4,000 per installation due to its simplified installation and design aggregation.

2020 Excellence Award

Innovative design and engineering has seen SENECAustralia receive the German Excellence Award 2020 in the Products and Services B2C category for its SENECAustralia.360° solution, a comprehensive offering that enables home owners to supply themselves completely with self-generated solar power.

The SENE.C.360° complete solution comprises high-performance photovoltaic modules, intelligent power storage and SENE.C.Cloud To Go for charging on the go. This electric mobility solution becomes part of the energy ecosystem with the SENE.C.360° comprehensive package unique in the world.

<https://senec.com/au>

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Note: Energie Baden-Württemberg AG (EnBW) supplies electricity, gas, water and energy-related products and services to 5.5 million customers. It has a workforce of 21,775 and generated revenue of some 20.62 billion euros in the 2018 financial year.

About SENE.C:

SENE.C is one of the world's most popular brands for innovative energy and storage solutions. The company has been repeatedly honoured by EuPD Research as a Top PV Brand Power Storage. With its sophisticated storage-based energy solutions, SENE.C gives people the freedom to generate, use and share their sustainable energy. Since March 2018, SENE.C has been a wholly owned subsidiary of EnBW Energie Baden-Württemberg AG, one of the largest energy supply companies in Germany and Europe. EnBW is resolutely focused on the transition towards a renewable energy future – with the tradition of the company always focusing on the customer. SENE.C Australia was established in 2017 and is based in Perth. <https://www.senec.com.au/>

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Selection of high res photos available:



Patrick Duignan



The SENE.C.Home V3 Hybrid battery