

## Press Release

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### **TOP BRAND PV: EuPD Research is awarding leading brands in the PV industry – Scheuten Solar is among global leaders.**

Bonn. Brand perception and brand value are becoming more and more important in the PV industry. In the face of growing competitive pressure - and therefore the necessity to create differentiation via product aspects, quality and a strong brand – EuPD Research has developed a method to evaluate module and inverter brand management. The evaluation method is based on statements about brand perception made by market intermediaries and end customers. This method gives manufacturers a candid and undiluted evaluation of their brand, and highlights the aspects of brand management that could be improved.

The final results of the multi-step analysis are visualized in the form of the “TOP BRAND PV” seal of approval, which is awarded only to market leaders in the branch. According to the latest analyses, only 10 module manufacturers and 5 inverter manufacturers can be counted among this worldwide elite group. The Dutch company Scheuten Solar has recently become the first European manufacturers to receive this award for exemplary brand management. Scheuten Solar can thereby be counted among the worldwide leading companies in the category modules.

“We are very pleased to have received the TOP BRAND PV award, as it shows that we are on the right track with our brand structure and management. The fact that Scheuten Solar now belongs to the group of worldwide leading companies with regard to brand positioning and brand value confirms the hard work we have always put in for our customers” says Hans Willemsen, CEO of Scheuten Solar.

#### **TOP BRAND PV: Background of Brand Management and How the Seal is awarded**

Brand management is a term used to describe the systematic development of a brand within a target group and its differentiation from the competition. When this is done well, brand management can allow a brand to become functional, relevant and emotionally “charged”, and thus to become a true corporate value. Based on years of research experience, EuPD Research has developed a model in which over 30 individual factors are analyzed in order to quantify and evaluate brand management.

So far, 10 out of 250 module brands can be proven to differentiate themselves sufficiently from the competition. With the TOP BRAND PV seal, the leading market research and consultation organization EuPD Research wish to extend their certification expertise into the PV sector. Alongside their “Corporate Health Award”, a leading award in the area of sustainable management, EuPD Research now hope to present manufacturers in the PV brand with new benefits. The seal raises companies above the competition and helps strengthen their positive image in the minds of buyers.

### Awards Help Orientation: Intermediaries and Buyers Trust Seals of Approval.

In a competitive market, seals of approval such as the TOP BRAND PV seal do not just offer benefits for manufacturers – intermediaries such as installers can also differentiate themselves when they can prove that they are offering high quality brands. This marketing benefit occurs automatically and is entirely free of charge. For end customers, the quality seal offers a point of orientation in a highly differentiated market. The seal is easy to understand, and is recognizable for the customer.

Further information on the TOP BRAND PV seal and about brand management in general is available here: [www.eupd-research.com](http://www.eupd-research.com). You can also contact our brand expert, Leo Ganz from 360|Consult, a subsidiary of Hoehner Research und Consulting Group GmbH and a partner of EuPD Research.

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