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Rheem launches new Solar Specialist Network *Strong solar water heater expertise and experience*

Rheem Australia, the country's leading water heating brand, has announced the launch of the Rheem Solar Specialist Network. This new network is a result of the integration of the Solar Edwards business into Rheem. It combines the trusted Rheem brand with the products and expertise of a specialised group of trained, dedicated solar specialists who offer high level solar water heater advice and service.

"The creation of this specialist network is in response to some significant changes in the industry, particularly over the past five years," says Matt Sexton, Rheem Australia CEO. "It also draws on the vast experience and expertise that Rheem Australia has developed in solar water heating."

The network of specialist solar water heating experts was formerly known as the Edwards dealer network.

"Solar Edwards has developed, manufactured and sold solar water heater systems for Australian conditions for over 40 years," says Gareth Jennings, Rheem's General Manager Marketing and Public Affairs. "By integrating this expertise into Rheem we've been able to create the Rheem Solar Specialist Network.

"The new network will combine the strength of Rheem with the Edwards heritage to offer an expanded range of roof-mounted and ground systems, including a unique rooftop range of stainless steel tanks available in a range of COLORBOND® colours.

"This combined approach gives consumers the confidence of knowing that they are choosing product made by Australia's number one brand in hot water. It's supported by both the Rheem solar specialists and the large service network that Rheem operates around the country," Jennings adds.

The future

Sexton says the new specialist network is well placed to address the changing market and householder needs.

"With the certainty of ongoing high gas and electricity prices, there will continue to be a strong solar market, as there has been for the last 50 years," he says. "In addition, water heating products in general will become more complex, as the demand for greater energy efficiency increases.



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“Rheem is ready to address these needs and tackle them head on. And we will continue to invest in local research and development to deliver new, Australian made higher efficiency renewable products at lower running costs for consumers. We look forward to meeting these challenges through our network of solar specialists.”

For more information, visit www.rheem.com.au or to find your nearest Rheem Solar Specialist call 1300 765 277.

About Rheem Australia – www.rheem.com.au

Rheem has been manufacturing in Australia since 1937 and is the largest manufacturer of water heaters in Australia. Its brands include Rheem, Solahart, Vulcan, Raypak, Accent Air and Everhot. It employs in excess of 1200 people in Australia in five manufacturing facilities in NSW, Victoria and Western Australia. It has additional subsidiary organisations in New Zealand, China and Europe. It is the worldwide market leader in solar thermal products.

