



Ethical Solar, where solar panels don't cost the earth...

Ethical Solar are installers and advisors on photovoltaic Solar Electric panels with a difference! We only install systems that:

- We believe will perform better than any other possible installation
- Will stand up to the test of time
- Have the lowest amount of energy (and pollution) used in their creation (often giving you an energy payback period of less than two years)
- Come from companies who look after their worker's welfare

More than all else, we believe that it shouldn't cost you more to do the job right, and being Ethical means installing a system that you as owner and we as installer can be proud of, without it costing the earth.

As an adviser and installer of PV solar panels, we will help you through every stage of your solar switch over to make sure you understand what is going on at all times. The information here is to help you understand the benefits of installing solar panels and what services we offer.

Who are we?

Ethical Solar is run by a small but energetic and dedicated team that very much believe in getting the job done right. We have installed over 100 systems and whilst most of our work is domestic we have installed larger systems on Farms and community buildings. Our main office is in Bristol and we have smaller offices in Yorkshire and Lincolnshire. We have been in business for over 15 months and have renewables and roofing experience within the team going back much longer. We are accredited by MCS (Microgeneration Certification Scheme), REAL and the CPA.

Customer Feedback...

Messrs Ethical Solar, a young enthusiastic company based in Bristol who gave a superb service in answering a wide range of questions and installing the panels, we couldn't recommend them more. The panels were sourced from Norway where they are manufactured using clean, green hydro-electric power to minimise the environmental impact of production."- Abbey Fields Community Center - Winchcombe



Why Ethical?

We at Ethical Solar are passionate about the environment and doing things the right way. We set up the company to try and make a difference to the world and all our staff are very much behind this ethos. We believe that our installed systems have the lowest embedded carbon available; we run our vans and vehicles on waste vegetable oil, source panels that are made using renewable energies whilst still being top performing panels (in terms of generation performance) in independent field tests.

Part of being ethical also includes offering the very best service and value to our customers, we strive to offer quality installations at fair and competitive prices.

We also strive to support charities and community organisations that share our values. We are working with energy charities and transition groups such that with each install from one of their members we give £100 to their group, if this applies to you or a group you know of then please do let us know, where this has been taken on board it has made a significant difference to some projects.

Financial benefits and the Feed-in Tariff

With the government's commitment and financial incentives for solar panel installation, there has never been a better time to increase your solar footprint. The government initiative called Feed-in Tariffs state that anyone installing a solar panel from April 2011 will be paid 43.3p (based on a <4kW system) 37.8p for systems between 4kW and 10 kW and 32.9p for systems over 10kW up to 100 kW. This payment is for every unit of electricity generated from their solar panels – whether or not it is used at the property.

Any excess electricity can be fed back into the national grid to power your local area. Not only will you receive the 43.3p per unit made, you also receive a further 3.1p per unit of electricity exported. This is in addition to the money you save through significantly reduced electricity bills.

The return on investment for a solar PV system should be between 7-14% as a domestic customer and 9-14 % commercially. This gives you a brilliant return on your investment, that is inflation linked and for domestic customers is tax-free.

Customer Feedback...

"The performance of this tax free investment far exceeds that of our existing cash ISA's - and with the increasing threat of inflation can only get better. I couldn't have found fault with the teams professionalism and their passion for what they are doing" –

Mr & Mrs Jackson



Ethical Solar Products

We have put a lot of effort into configuring the very best installations possible in terms of the ethical story behind things, efficiency, reducing system losses, component performance and value. Here are a few of our products.

Innotech modules,

Our preferred manufacturer is a Norwegian company. They make possibly the most cost effective and environmentally friendly Solar panel on the market.

During solar panel manufacture each individual cell is tested before being placed into a panel. Occasionally a cell will fall short as a result of having a slight imperfection that disproportionately drags down its performance. Innotech specialises in the removal of these imperfections and hence the restoration of cells to full working order. In short they reduce waste by rejuvenating these otherwise perfect cells.

They only restore cells from top manufacturers, such as Bosch and Q Cells. As a result they offer an outstanding cost/value benefit. They have been used in many large-scale projects such as a 390 kWp installation on the Audi offices in Ingolstadt, Germany.

REC modules

Also Norwegian are one of the largest solar panel producers in the world. They are known as 'Class One bankable'. This means they are in the highest category of panel approved for use in large-scale investment projects and solar farms.

Last year their panels were entered into the 'Photon International' outdoor testing platform (in Germany), where the amount of electricity produced by 30 leading brands is measured and tabulated each month. REC is consistently at the top of these tables.

For us the icing on the cake is the fact they have developed a production process which dramatically reduces the embedded carbon within their panels. They also locate many of their factories by hydropower stations.

Customer Feedback...

*"They did just what they should have done, quickly efficiently and were the best value quote we received. The ethical stance and commitment to doing a good job for me and the planet were impressive. I have no hesitation in recommending this firm" **Mr Vernon.***

We have also since donated enough money to Mr Vernon's local Transition Group that they have begun their Community Forest Garden.



SMA inverters

SMA inverters are the industry leaders, though they are guaranteed for five years they should last a good deal longer. They have invested heavily in sustainable production, and they are made using a significant percentage of renewable energy. We like them a lot.

We are also now installing transformerless inverters wherever possible, we'll explain this to you if you like, but basically it means that your getting a more efficient inverter with a longer life span that operates better at lower voltages (perfect for cloudy and low light days).

SMA also offers a full monitoring system that will allow you to clearly monitor your system, check that everything is working as it should and enables to us to efficiently fault find should anything go wrong.

Mounting System

We also consider our roof mounting systems to be the best on the market, we use the Alpha roof mount system, which is all made form high quality alloys and stainless steel. It also allows us to slightly pitch up panels installed on lower pitch roofs. Our own fully recycled system is awaiting approval but should be available later this summer.

Our Installers

We work with a staff team who work for us day in, day out. They have experience on all scales of installation and have got used to the quality levels we work to.

Layout

We design systems such that access is available to all panels for cleaning and maintenance

Recycled components

As an example of how we are further striving to reduce the environmental footprint of your installations we are developing a roof mounting structure that is made from recycled metals. We have worked very hard to be able to find system components that are made from recycled materials (the components in your installation will be newly made, but will come with a lower footprint). This isn't yet true across everything we install, but we will get there!

Our experience

Though we have only been around since Jan 2010 we have worked very hard at knowing what we are doing and have brought into the company a lot of experience both from installers that have worked with PV for a long time and also from experienced and skilled roofers and electricians. Also, although we are planning on being around for a long time, this is a market of young companies and we come with comprehensive insurance that will look after you in the very unlikely event that we are no longer around. We have now completed over 100 installations that included jobs on farms and community buildings.

Our guarantees, insurance and working Health and Safety Procedures

We work hard at running clean, tidy and safe sites, we have full liability insurance are fully accredited by REAL and the CPA. We give you a 10 year insurance backed (incase we stop trading) warranty against any faulty workmanship with your system and are always happy to provide whatever level of follow up service you require.

Steps towards your Solar System

We want to help you identify and receive the system that fits your needs, property and budget and make sure your happy and understand every stage of the process. Here is the process.

Initial Telephone Survey

In order to achieve this, we conduct initial surveys via aerial imagery (Google maps) and a phone consultation to ensure your property is likely to be suitable. Information that will help us determine suitability includes the direction the roofs face, likelihood of shading on the roof, and listed building status.

Onsite Survey

We will follow up the initial phone consultation with a physical survey of the property. To complete the physical survey, we may require access to the loft if there is one. It is often helpful for us to view the electrical consumer unit (fuse box) and your electricity bills to have an idea how much electricity you currently use and offer you an idea how much you would save. We may be able to offer you an estimate during this survey, though this is not always possible.

Your Quote

If you remain interested in purchasing a system, we will draw up and send you a detailed quote for the system. The quote will contain information on what panels we would use, how it would look on your property, the amount of electricity you would generate and the annual return on investment and payback period. Once you receive your quote you should feel welcome to ask us about anything you don't understand.

At this stage on systems over 3.68 kW we need to get permission for the installation from your DNO, on systems up to 4 kW we will do this for you, for systems over 4 kW this is for you to do, though we will help you through the process.

The Installation

If you decide you would like to go ahead with the installation, we will set an installation date aiming for 6 weeks in the future on domestic systems and about 8 weeks for larger systems. Installations on a domestic system will take 1-3 days to complete. Scaffolding will be erected prior to the job starting and dismantled soon after job completion. We will need access to the full site throughout the installation.

Follow up and paperwork

As part of our follow up, we will complete all the necessary paperwork, including Feed-in Tariff forms, and send you an evaluation form 6 weeks after the installation has been completed. We will also be in touch after your installation to make sure you are happy and understand everything.

Thanks again for your enquiry. If you have any questions or would like further information, please get in touch at info@ethicalsolar.org or 0117 314 9040.

Customer Feedback...

"We are delighted with the solar PV system Ethical Solar recently installed at our property.

From the start we liked your straightforward and honest approach, with no 'hard sell' or hidden extras. Your help and advice in arriving at the right solution for our installation was much appreciated.

*In spite of poor weather conditions, the installation was completed with the minimum of delay by your hardworking team and we would have no hesitation in recommending Ethical Solar" **Mr Kirby, Bath***

