

NEWS

- ✓ Save around 10% on your electricity bill
- ✓ 5 year warranty: 'virtually risk free investment'
- ✓ No change to lifestyle required
- ✓ Maintenance free for 25+ year life
- ✓ Easily installed by a qualified electrician
- ✓ Reduce your carbon footprint, 4 tonnes of CO₂ over lifespan

PROVEN ENERGY SAVINGS FROM SOCIAL HOUSING TRIALS

Welcome

There's been a constant stream of good news over recent months, so releasing an early interim news update has certainly been warranted.

2010 has seen a marked shift in the business, as the company implemented its national sales and marketing plans. Appearing on BBC One's DIY SOS programme helped raise national awareness of the technology, but its the ongoing, systematic campaign of communicating with our chosen audiences that is really reaping rewards now.

The interim financial statements published in October 2010 talked of trebling monthly sales rates, international patents, and framework agreements being negotiated with leading power utilities and a large outsourcing company that provide heating and renewable energy in the UK.

These are exciting times at VPhase... read through this news update to find out what else is going on or visit our new web site for more detailed information.



VPhase Scoops Electrical Industry Award

VPhase has been awarded 'Innovative Residential/Domestic Product of the Year' for its voltage optimisation device. The company celebrated the win at this year's Electrical Industry Awards, held at the London Marriott, Grosvenor Square on 21st October.

The prestigious awards, which were judged by a panel of independent experts from the electrical sector including IET, ECA, BEAMA and NICEIC, recognise the achievements of all those working in the UK's diverse electrical sector and reward companies and products that have excelled in their particular fields.

The VPhase device was recognised as the most innovative technology for the domestic and residential market. The low-cost unit uses voltage optimisation to reduce and stabilise the incoming voltage to homes, managing it to a stable level of around 220V in the UK, resulting in lower electricity bills of around 10%, reductions in wasted energy and lower carbon emissions - all without the homeowner needing to change their lifestyle or supplier.

Great Savings at Great Places

VPhase has completed its social housing trial with Great Places Housing Group after installing a number of VPhase voltage management products in tenants' homes. The data from these trials has been independently analysed and demonstrated average energy savings over the trial period of 8.7%.

The social housing market in the UK includes up to 5 million homes and is an important target sector for VPhase. Tenants involved in the trial were able to benefit from the immediate and significant money and energy savings the product delivers, without having to change their behaviour or electricity supplier. Importantly the VPhase unit is a simple solution to deliver a significant proportion (typically around one third) of many housing associations' overall CO₂ reduction targets. The annualised CO₂ savings in this trial of up to 180kg a year (around 3.6% of whole house CO₂ emissions) is equivalent to driving over 1,000km in an average car.

Matthew Harrison, deputy chief executive and director of development at Great Places Housing Group, said: "These results are very encouraging and we will now look at the viability of installing VPhase units in more of our houses".

The VPhase devices electronically manage the level of voltage supplied into homes and ensure that many household appliances received the correct amount of voltage to operate in the most efficient way. The technology has been widely utilised in commercial settings throughout the UK, but until now has not been readily available for domestic usage.

Rick Smith, CEO of VPhase, commented: "The completion of this social housing trial is an important milestone for VPhase as, with a stock of over 5 million homes, the sector is a significant route to market for us. Driving down CO₂ emissions and energy bills throughout the UK will help meet carbon reduction targets, and will also make social housing more affordable for those that need it most; installation of VPhase will have an immediate effect on electricity bills for tenants in these properties, typically saving around 10% per year".



VPhase extend warranty to 5 years

One of the frequent aspects of feedback we received concerned the warranty period relating to the VPhase unit. So, in August 2010, the warranty was increased from the previous 2 years to the current 5 years.

“This extended warranty represents a significant step forwards in breaking down the barriers before VPhase”, says Rick Smith, CEO, “with us offering a 5 year warranty and payback periods typically less than this - the VPhase now becomes a virtually risk free investment for most households”.

Terms and conditions regarding registration must be complied with in order to validate the warranty, but the feedback since extending the warranty period has been overwhelmingly positive from consumers and trade alike.

As a completely maintenance free device, the extended warranty further helps VPhase live up to its claims of being a “fit, forget and save instantly” device for the home.



VPhase and Dick Strawbridge

VPhase are pleased to announce their collaboration with television personality and eco enthusiast, Dick Strawbridge. A VPhase unit has been installed at Dick's eco friendly Cornish smallholding and VPhase is now available through their online eco store; but perhaps more interesting, is the interview and installation video that's now widely available online. You can find this on the VPhase YouTube site: www.youtube.com/vphase



VPhase Exhibit

2010 has been an important year for VPhase as the consumer marketing campaign has really ramped up.

VPhase exhibited at their first consumer event - the National Home Improvement Show - in October 2010, and was very well received.

Continued presence at trade events has been maintained, helping to support and enlarge the industry network of electricians, distributors & wholesalers.



VPhase Online

VPhase launched their new integrated web site in October 2010. It features a unique interactive savings calculator that demonstrates estimated CO2 and cash savings for consumers.

There is also an extensive range of FAQ videos, explaining everything about the product, from the technology behind it to the installation process and how it all works - and the 'Find an Electrician' feature has been particularly well received, proving useful for consumers to identify where they can find an electrician to install their VPhase unit.

The trade have also been catered for with a dedicated Trade Zone and an interactive Fitters' Forum for technical discussions, as well as providing an extensive library of technical documents and marketing materials for free downloading.

VPhase Communicate

VPhase are making full use of the range of media channels available. Consumers and the Trade can follow and engage with VPhase on www.twitter.com/vphase as well as signing up to the Voltage Optimisation group on LinkedIn.

There's a VPhase page on Facebook now as well. Just search for VPhase on www.facebook.com and you'll find us!

VPhase have their own YouTube channel too, incorporating a highly regarded 'infomercial'. This can be viewed here: www.youtube.com/vphase



www.vphase.co.uk

VPHASE NOW AVAILABLE

You can purchase VPhase units from your local distributor or by calling 0845 003 8235 now.