

PWRstation Corp rebrands to better meet today's rapidly emerging solar marketplace

Miami, Florida, July 28, PWRstation Corp, a designer of next generation solar delivery systems today unveiled its new brand to support its strategy of becoming an industry standard in affordable, mass manufactured solar systems for residential, non-residential and mobile applications.

Headquartered in Miami, Florida with offices in Biel, Switzerland, PWRstation utilizes mass manufacturing to meet today's increasing demand for distributed solar energy, bringing economies of scale to a global market primarily comprised of custom-built solar installations.

The new brand reflects PWRstation's commitment to bring to end users innovative "plug and play" solar energy solutions that are right-sized and easily accessible for today's homes, businesses, universities, local and regional governments, as well as for off-grid and mobile applications. This commitment is reinforced by the PWRstation's tagline, "Solar Power. Simply Delivered."

"While PWRstation is a startup, we're structured to scale very quickly by virtue of our global alliance partners. For this reason, it's vitally important for PWRstation to have a world class brand that allows our distribution partners to enter international markets quickly and with authority," says William Berenson, PWRstation's Chief Marketing Officer responsible for achieving long term growth and value for the company.

The new logo visually emphasizes the letters PWR in the company name, which are often used as shorthand for "Power" when powering a device on and off.

Bill Chiaravalle, head of design consultancy Brand Navigation and former creative director at global branding firm Landor Associates says, "PWRstation is a company that offers innovative solar energy delivery systems that are versatile, robust and affordable, each of which are important image attributes the new PWRstation brand has been designed to convey."

Brand Navigation is currently updating the PWRstation website to conform to the company's new brand image. "PWRstation is a great name that deserves an equally great visually brand that is impactful, memorable, and that reflects our company's international strength and leadership, say Ludovic Roche, PWRstation Co-founder and CEO Americas.

"Notwithstanding," adds Robert Albertella, PWRstation Co-founder and CEO EMEA based in the company's offices in Biel, Switzerland, "whether we're doing business across the Americas, EMEA or eventually Asia, brand image and presence is half the battle. We are confident that our new brand image will help us gain the momentum and market presence required to achieve success."

About PWRstation Corp: Engineered in Switzerland, PWRstations are unique solar genset solutions for grid-tied and off-grid end-users. Its genset solutions address the ever growing need for hybrid, nano and micro grid technology, offering a versatile design which integrates well with diesel generators and storage, or when used in a grid-tied environment. Built locally by reputable manufacturers, PWRstation gensets are distributed globally via certified installers and OEM distribution partners. The company is based in Lausanne, Switzerland, with offices in Bienne, Switzerland and Miami, Florida.

PWRstation is a member of Swiss Cleantech, and SEIA

For more information please visit: www.PWRstation.com and follow the company on Facebook and Twitter.
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