

REC Group launches its game-changing ProPortal: the 'one-stop shop' for installers to boost their solar business



Munich, Germany – June 30, 2020: [REC Group](#), the international pioneering solar energy company, announces the launch of the REC ProPortal on July 2. Designed as a 'one-stop shop' solution, the new REC ProPortal is intended to empower REC Certified Solar Professional installers to do more by staying up to date on REC products, simplifying their daily business processes, and ultimately grow their sales through the new REC Lead Management System incorporated in the platform. The novel REC ProPortal is another testament to the brand's approach to strengthening its relationship with solar professionals, expanding its network in global markets and boosting its digital marketing efforts.

Key features of the REC ProPortal include:

- **REC Lead Management System:** boosting REC installers' sales to a new level by pushing through leads which have originated from REC's expanded B2C marketing activities
- **REC ProTrust Warranty:** Exclusively for REC Certified Solar Professional installers
- **Six languages:** The REC ProPortal is now available in English, German, Spanish, French, Italian, and Polish
- **Installer locator:** Delivering unique visibility for installers in the marketplace
- **Dedicated content:** Tailored and localized for all REC locations
- **Continuous learning:** REC's content library offers regularly updated product information, sales kits, and regular trainings

On July 1, 2020, three webinar sessions will be held to introduce the new REC ProPortal, presented by REC experts from APAC, EMEA and the Americas. The webinars will provide installers with all information needed to foster their business through the new portal, giving insights on the different features. Attendees will of course also have the opportunity to submit

questions. To sign up for one of the REC ProPortal launch webinars, installers just need to follow the link for their location: [APAC](#), [EMEA](#), [Americas](#).

Cemil Seber, Vice President, Global Marketing & Product Management at REC Group, emphasizes the importance of the new REC ProPortal: “In many ways our installers and partners are the face of REC. We rely on them and their abilities to install our solar panels in the best way possible. That is why we are dedicated to providing installers with state-of-the-art tools to make their job easier and to enable them to grow together with REC. In the solar industry, REC is synonymous with ‘Solar’s Most Trusted’, when it comes to outstanding technology, but also customer relationships. We will continue this path of success and keep on empowering our customers – whatever it takes.”

The launch of the REC ProPortal coincides with the just opened [REC’s virtual popular Intersolar booth](#), which displays REC’s premium products, such as the flagship [REC Alpha](#) solar panel, and installer-related services in a lively online exhibition. The ProPortal webinars follow the first online REC Leadership panel discussion from June 25 on the topic “Solar Energy – from COVID-19 disruption into a bright future?”. For further information on the virtual booth and the web events, please visit recgroup.com/virtual-expo.

For further information please contact:

Agnieszka Schulze
Head of Global PR, REC Group
Tel.: +49 89 54 04 67 225
E-mail: Agnieszka.Schulze@recgroup.com

REC Solar EMEA GmbH
Leopoldstraße 175
80804 Munich, Germany
Managing Director: Cemil Seber
Court of Registration: Munich HRB 180306
VAT ID-No: DE266243545

About REC Group:

REC Group is an international pioneering solar energy company dedicated to empowering consumers with clean, affordable solar power in order to facilitate global energy transitions. Committed to quality and innovation, REC offers photovoltaic modules with leading high quality, backed by an exceptional low warranty claims rate of less than 100ppm. Founded in Norway in 1996, REC employs 2,000 people and has an annual solar panel capacity of 1.8 GW. With over 10 GW installed worldwide, REC is empowering more than 16 million people with clean solar energy. REC Group is a Bluestar Elkem company with headquarters in Norway, operational headquarters in Singapore, and regional bases in North America, Europe, and Asia-Pacific.

Find out more at recgroup.com and on    