

Leveraging Solar Marketing

In addition to the financial benefits of "Going Solar", there are tremendous intangible benefits such as building brand awareness, positive publicity, and promoting your sustainability practices. All of these marketing tactics can result in a significant competitive advantage. SunPeak has assisted several clients in leveraging their investment in green energy to enhance their corporate image by showcasing projects on our website, co-distributing press releases and coordinating project site events.

Solar marketing examples:



SunPeak Projects Webpage

<https://www.sunpeakpower.com/projects>

SunPeak highlights reference projects and links back to our customers' websites to boost SEO.

Client Website Homepage

<http://www.steepandbrewcoffee.com/>
Steep & Brew's homepage now features a photo of their solar system, an 80% Solar icon, "A Greener Cup of Coffee™" tagline and a link to the press release. The icon and tagline will also be used for packaging and point of purchase displays.



Social Media Posts

<https://www.facebook.com/Central-Storage-Warehouse-189271184455337/>

Central Storage & Warehouse did a great job sharing their solar story with their Facebook fans. Not only were photos posted throughout the construction process, but also the news publicity and system production monitoring data.

Press Releases/News Articles

<https://www.sunpeakpower.com/company-news>
 SunPeak and our customers have successfully distributed press releases resulting in several articles being in major regional newspapers, journals and magazines.



OUR BEER IS GOOD FOR THE ENVIRONMENT... SO DRINK UP!

Our environmental contributions since installing solar are equal to:

- Saving an 806,910 mile trip in an electric vehicle
- Saving 99.86 tons of CO2 from entering the atmosphere
- Saving 18.3 households' annual energy usage
- Saving 99.42 barrels of oil

SunPeak
Your Commercial Solar Partner

General Marketing Pieces
 Graphics such as this can be used for social media, newsletters, website graphics or in print to showcase the environmental offsets of a solar system.

Events

Several customers have hosted ribbon cuttings, politician and press briefings and celebrations for the public, customers or key partners.

Please come celebrate Wisconsin's largest rooftop solar installation.

Wednesday, July 13, 2016, 5:30-7pm

Central Storage & Warehouse Company (CSW)
 4309 Cottage Grove Road, Madison, WI
 (see map for best entrance and parking location)

6pm: Welcome & Remarks
 Ken Williams, CSW
 Mayor Soglin, City of Madison
 Michael Vickerman, RENEW Wisconsin
 Chad Sorenson, SunPeak

Please RSVP by July 6th to: contact@sunpeakpower.com

Hosted by: **SunPeak**

CORRIM Company
 CORRIM Insulation Fiberglass Doors and Frames

GREEN INITIATIVES

CORRIM Company Sustainability

- Wind Turbines - Five at 20 kilowatts each
- Geothermal Heating and Cooling
- LED Lighting
- 12" Insulated Exterior Wall Panels
- White Reflective Steel Roof
- T-8 High Output Low Energy Fixtures
- Programmable Thermostats
- Motion Sensor Light Control
- Vendingaster
- Air Compressor Heat Recovery
- Compressed Air Survey
- Variable Frequency Drive On Air Make-Up Unit
- Variable Frequency Drive Compressor
- Variable Frequency Drive Duct Collector System
- Water Run-Off and Retention Management
- Solvent Recovery and Recycling
- Paper and Cardboard Recycling
- Plastic Bottle and Aluminum Can Recycling
- Pallet Recycling
- Scrap Metal Recycling
- Toner Cartridge Recycling
- Electronic Recycling

Corporate Sustainability Pages:
<http://corrим.com/green-initiatives/>
 More and more company websites have a dedicated page for corporate responsibility, stewardship, community involvement, sustainability or green initiatives. This is the perfect place to emphasize your solar investment.