



Solar Water Solutions

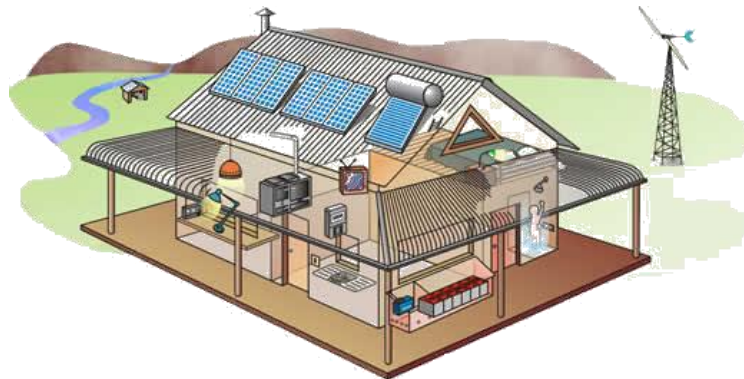


Why solar solutions?

The world's energy shortage and environment concerns require improved energy production

Solar thermal water heating systems provide:

- Green solutions
- Cost efficiency
- Dependability
- Possible subsidies and tax rebates



How does it work?

- Gravity/pumps move hot water via the solar collectors
- Absorber plates absorb the sun's energy, which heats the water in the collector
- Heated water rises and circulates into the water heater tanks
- Heated water warms the cooler water in the tank directly or through the heat exchanger
- Back up energy sources supply energy deficits



Our mission and values

Chromagen is committed to bring product innovation and added value to the global thermal solar industry, by providing green solutions, which benefit the planet and it's citizens.



Best-in-class
clean hot water solutions



Environmental health



Energy efficiency



Customer service



Product innovation

About us

- Company founded in 1962
- Ownership
 - 65% Kibbutz Sha'ar Ha'amakim
 - 35% Tene fund
- Distribution in over 35 countries
- Leading markets include:
 - Israel, Australia, Mexico, and Spain
- Other holdings are: Chromagen España, Chrom Coat
- Production facilities include:
 - Thermo-tank factory 6,000 m²
 - Collector factory 3,500 m²

Why us?

- Highest quality standard
- Global distribution network
- Solutions to fit the need
- Vast technical experience
- Profound market knowledge
- Post-sale support

Solar Collectors

Chromagen manufactures solar collectors using state-of-the-art technology. Coated copper fins are ultrasonically welded to copper tubes encased in a frame and covered with tempered solar glass. Stainless steel and aluminum case options are offered and absorbers are available with a variety of coating options: selective paint, black chrome and ultra-selective sputtering.

Quality Assurance

Chromagen's quality management scheme meets ISO 9001 standards. Our products are made of the highest quality raw materials, while modern production lines ensure consistency of precision and finish.

Chromagen systems and components are tested to comply with European standards: EN12975 for solar collectors, EN 12976 for thermal solar systems, International Standards ISO 9000, Israeli standard, SRCC USA, Australian Standard & others.

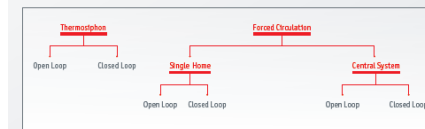
Numerous institutes worldwide have tested and approved Chromagen systems: CENER Spain, PSEEC Florida, ITW Germany, SPS Switzerland, CSTB France, ENKA Italy, SABS South Africa, SII Israel, and others.

Chromagen is proud to provide its customers with high quality and efficient products and to be an integral part of the worldwide quest for a cleaner environment through the utilization of renewable energy sources.

Solar Storage Tanks

Chromagen's storage tanks are available in a range of sizes from 30 to 300 liters and include solar storage tanks and solar storage tanks with a heat exchanger. All tanks are available with an electrical back up and are coated with an enamel coating. Tanks can be mounted either vertically or horizontally.

Thermal Solar Systems



SOLAR WATER SOLUTIONS

Chromagen designs its solar energy systems and solutions to meet individual needs, and is involved in the planning and installation at every stage along the way. In addition to its systems, solar collectors and solar storage tanks, Chromagen provides accessories such as stands and connecting kits.



www.chromagen.com

Quality standards

Quality according to ISO 9001 and IQNet standards

Certifications:

- European standard - EN12975, EN 12976
- CEN - KEYMARK
- International standard- ISO 9806
- Israeli standard
- SRCC USA
- Australian standard
- ISO 14001 & OHSAS 18001
- and more

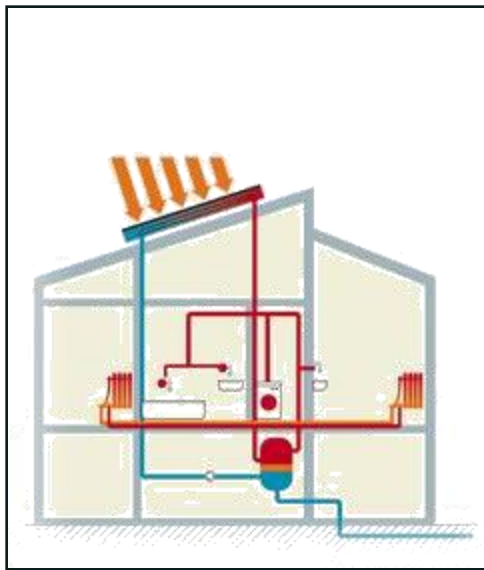
Quality standards

Institute approvals:

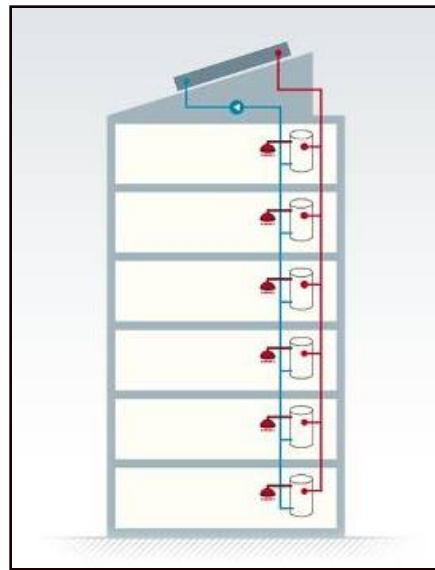
- INTA Spain
- FSEC Florida
- ITW Germany
- Sai Global Australia
- CSTB France
- ENEA Italy
- Democritos Greece
- Sii Israel
- and others

Solutions to fit the need

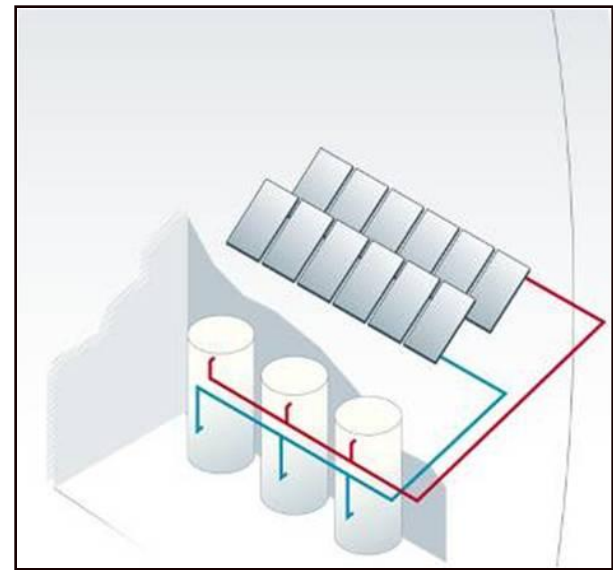
Segmentations



Single homes



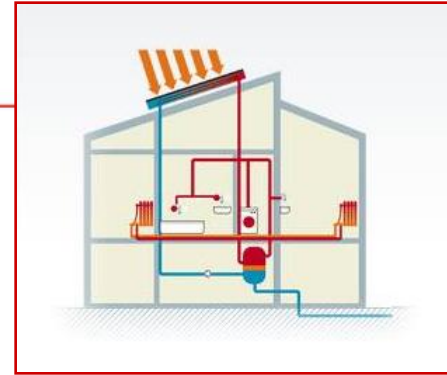
Apartment
buildings



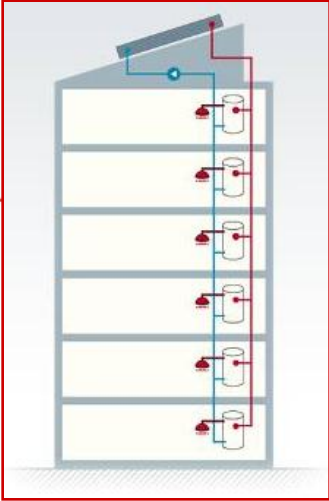
Industrial / Commercial

Single homes

Individual home systems



Apartment buildings

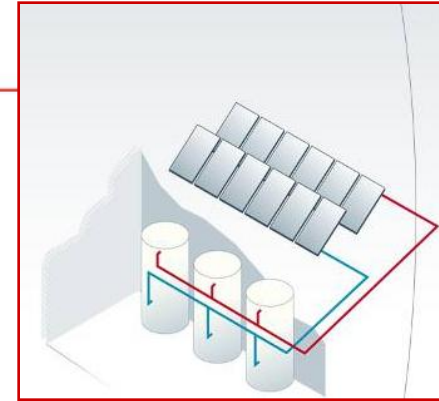


Central Systems



Industrial/Commercial

Mega solutions



Solar solutions world wide



- Collectors installed on a roof or the ground
- The system is almost maintenance free
- The technology is proven: 39.7 million sq m installed in 2008 world wide, which equals 27,700 MWth.*
- ROI is up to 5 years

Global legislation

- **Israel** | Mandatory building regulation 7/1980
- **France** | A 50% tax rebate to the customer
- **Australia** | Mandatory building reg. 8/2006
- **Mexico** | 7/2007-2012. 30% of the new construction
- **Germany** | A rebate of 105E for 1sm
- **Italy** | Mandatory in Lazio & Lombardy regions for new construction
- **Spain** | Mandatory building reg. 9/2006
- **Belgium** | Mandatory building reg. 12/2008
- **Brazil** | Mandatory building reg. in Sao Paolo. Rio de Janeiro 40% 2008
- **South Africa** | Electric company program for two cities 2009
- **U.S.** | 1/2006 – 12/2016 federal tax rebate
- **Hawaii** | Mandatory building reg. 1/2010

Israel

- 1.8 million households
- 85% of households use solar thermal systems (mandatory since 1980)
- 32 m² collectors installed per 1000 inhabitants,
- one of the highest in the world
- Market size ~ \$100 million USD
- Electricity saving of 3% annually by using solar thermal
- Carbon emission savings of 675,000 tons annually
- Chromagen leads with 30% of the market share

Europe: the leading market

- Kyoto Treaty
 - 10% from renewable sources up to 2012
 - 20% up to 2020
- Tax reduction/subsidy
- Energy prices volatility
- Environmental awareness
- Mass market production



Chromagen Spain

- Spain's leading company with approximately 23% market share
- Four regional distribution centers
- Independent network of authorized dealers
- Strong business ties with architects & installers





Thank You



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