

Smartcool Systems announce the addition of a Brazil based distributor

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From Wind Farms to Solar installations and Hydroelectric projects, Valor Energia, has developed many projects in the energy sector and are now going to be applying their skills to energy efficiency projects.

Ted Konyi, CEO, Smartcool Systems commented *“Brazil represents a tremendous market opportunity for Smartcool. Given the high electricity rates, high ambient temperatures, and the very large concentrated population, this is a perfect combination for generating significant economic and ecological returns for customers. Valor Energia has the team required to be successful with Smartcool technology and we look forward to a successful partnership.”*

Armando Bredariol Jr., Managing Director, Valor Energia added *“we have been searching for the best Energy Efficiency technologies to provide to our existing customer base and believe we will be very successful with the Smartcool products. First installations will be commenced within the next month with some multi location customers. With successful reference cases, our sales team will be able to rapidly expand the installed base. Brazil’s population of over 200 million means that there are large refrigeration requirements and with average ambient temperatures of 24C, much air conditioning. Both of these suggest a very large market opportunity. We are looking forward to working with Smartcool to develop this market.”*

