



The market for renewable & efficient energy products in South Africa is both large & ripe

EnerGcare helps retailers access & select the best quality, most effective & most appropriate energy solutions for their clients

We know what works

## The Market

## Products

## The EnerGcare Offer



The South African consumer is ready for and in need of accessible, high quality renewable and efficient energy solutions.

The EnerGcare product brand was developed by **Restio Energy**, a South African energy firm with more than **15 years' experience** in the sector – having worked with the World Bank, United Nations, the South African government, local municipalities, donor organisations as well as the private sector.

• An **integrated platform** to showcase small-scale renewable energy and energy efficient products.

### Rising energy costs

Electricity tariffs have increased by more than **20%/year since 2008**. Paraffin and LPG prices are increasing due to the rising oil price.

Restio Energy has **sold more than 15 000** renewable and efficient energy products into the South African market – and this from a company that has almost no retail footprint to speak of.

• Strong links with the **supply side market**.

### Energy poverty

More than **3,4 million households** have no access to electricity. Others have no option but to continue using **dangerous, polluting** energy sources such as paraffin and open fires.

Working with international organisations such as the Global Alliance for Clean Cookstoves, the World Bank's Lighting Africa program as well as the Global Off-grid Lighting Association, we ensure that our products conform to the **highest international quality standards**.

• **Market mobilisation**; we assist in activating the market through various activities, including in-store promotions, advertising in local and national publications, radio and TV interviews, as well as using the retailers' own marketing platforms.

### Loadshedding

Threat of imminent **blackouts** a daily reality that needs to be prepared for.

All of our products carry a minimum of 12 months' manufacturers' warranty.

• We **lower risks and costs** involved in the introduction of these technologies through providing you with:  
- A single entity to deal with - as opposed to having to deal with countless manufacturers and distributors.  
- A "sell or exchange" policy that allows you, as retailer, to exchange any product still in a good condition for another product from our catalogue of equivalent value.  
- The assurance that you are being provided with the best, highest quality products.

### Outdoor & Camping

South Africa is home to a **massive outdoor** activities and **sports market** (mountain-biking, hiking, camping, running, etc.) Constantly on the lookout for better & smarter energy technologies.



• Various **support activities**, including training of shop-floor staff.

### Climate change

Top of the global agenda  
Consumers are looking for ways to reduce their own '**environmental footprint**'.

• A powerful understanding of the **household energy market**, from recreational consumers to the large low-income consumer communities.

• A **full product range** that assists retailers to meet their corporate social responsibility and environmental impact obligations.

# Product Categories

## High efficiency wood & charcoal stoves

- Wood is a major, cheap source of energy
- Third generation wood and charcoal stoves
- Highly efficient (50% - 90% less wood)
- Safe & reduce emissions by at least 70%
- Benefits
  - Less time spent collecting wood (women & children)
  - Less smoke (indoor air pollution), better health
  - Less wood used, reduced deforestation
  - Reduced greenhouse gas emissions
  - Significant cost savings



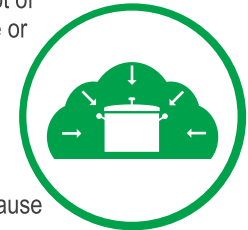
## Solar lights and chargers

- Solar powered, highly efficient LED lights
- Easy to use, robust, affordable
- Many with cellphone charging capability
- Very bright, good quality lights
- Benefits
  - Very safe – won't cause fires
  - Money saved – no need for candles, paraffin, electricity or pay for phone charging again.
  - Better quality light – helping children to study better. (lumen output candle: 13; solar LED light lumen output: 60 – 160)



## Heat-retention cooking bags

- Retain and use the heat captured in a pot of food that has been heated up on a stove or fire, to finish cooking the entire meal.
- Benefits
  - Significant reduction in energy needed for cooking (at least 30%)
  - Reduces time spent on cooking
  - Reduces accidents in the kitchen, because stoves/fires are used less
  - Reduces greenhouse gas emissions



## Solar power supplies

- Solar-powered kits with multiple lights and able to handle bigger loads like radios, TVs, laptops, etc.
- Plug and play design allows for simple installation and ease-of-use
- Benefits
  - Very safe – won't cause fires
  - Money saved – no need for candles, paraffin, electricity or pay for phone charging again.
  - Better quality light – children study better
  - Allow for productive activities (e.g. barber shop, entertainment, etc).



# Buyers

