

Competition

Of course, as the size of the market is huge and the current number of players in the UK that can serve it is very small – more competitors will emerge to chase after their ‘share of the pie’.

(New entrants to the market have been waiting for details of the feed-in tariffs, as these make an installation viable for many more households).

However, as the industry is currently very fragmented, it is likely that larger players – such as Cleaner Air Solutions UK – will bring a number of the smaller players under the protection of their brand; particularly by giving them the opportunity to keep ownership of their business through our excellent franchise package.

In this way, we can all benefit and beat smaller individual competitors. For most companies thinking of becoming competitors, it makes more sense to join us than to try and beat us!

Advantages that Cleaner Air UK has over its competition:

- Franchisees will be supplied by Cleaner Air Solutions – already one of the major importers of solar PV (and other sustainable technologies) into Europe. Our franchisees will get better products, faster delivery, keener prices and more generous terms than emerging competition could begin to hope for
- We already have the muscle to support franchisees to serve larger commercial installations, which smaller emergent competitors simply couldn’t dream of serving
- A national franchised network under one brand exposes Cleaner Air Solutions UK franchisees the possibility of big business from major national clients that smaller companies might not even get to talk to!

