



# True Energy

bringing sustainable  
power to the world

This is sustainable technology in Mid Wales

**TRUE**  
energy you can trust



**International  
Business Wales**



True Energy's roots in Mid Wales go back almost three decades. Now it is intent on diversification and expansion; and, with the Welsh Assembly Government, it is evolving from a major player in off-grid sustainable power into a business increasing its share of the massive growth in on-grid power generation.

True Energy Limited, established originally as Bright Light Solar Limited, has evolved rapidly over the last 12 months. From feasibility study through to the complete turnkey project, True Energy is now a genuinely 'one-stop' provider with a global reputation within renewable energy.

Its solar energy power packs are drawing water from deep wells in Africa and keeping the Nepalese in touch from remote locations via laptops. Their solar panels in Nigeria enable nurses and doctors to work in the evening or night where, before, performing operations after dark proved impossible. Blood and vaccine supplies can now be stored safely in their solar powered fridges.

The company also has a long history in solar thermal energy and in wind power, for both large scale and domestic power generation: their

pioneering founder Ian Tansley conducted feasibility studies into the very first wind farm in Wales. In addition it offers expertise in Solar Thermal and Fuel Cells, Ground Source Heat Pumps (GSHP) and Biomass, where high efficiency boilers produce heat or steam from wood pellets and other vegetation products.

### An integrated approach

For any size of client, the company can offer either single source or integrated systems, depending upon which sustainable energy sources can best be harnessed.

As 'Bright Light Solar', which is now their sister company, they built a niche as a supplier of off-grid systems. True Energy is providing a business platform to develop its position in the marketplace for all renewable energy technology systems, which can also be linked to the grid - tapping into a market estimated to grow to \$140bn in the next few years.

'Our partner, BP Solar, is now working closely with us to develop grid connect solutions,' says Phil McVan, the company's MD.

‘The market projections simply keep growing. And whilst we have built our reputation in off-grid systems, that sector will probably only account for 5% of total business available. So now, with Welsh Assembly Government support, we’re gearing up for both markets.’

‘The market projections simply keep growing. And while we have built our reputation in off-grid systems, that sector will probably only account for 5% of total business available. So now, with Welsh Assembly Government support, we’re gearing up for both markets.’

True Energy's location was determined by the fact that for many years Mid Wales was a thriving centre for alternative technologies before 'green energy' was taken seriously. 'In the 70s, virtually everybody dismissed the technologies as irrelevant. Several key members of staff, notably our founder Ian Tansley, were part of that vanguard. So this area is rich in knowledge; and, as we're growing, we're tapping into that local skills base.'

### Mainstream potential

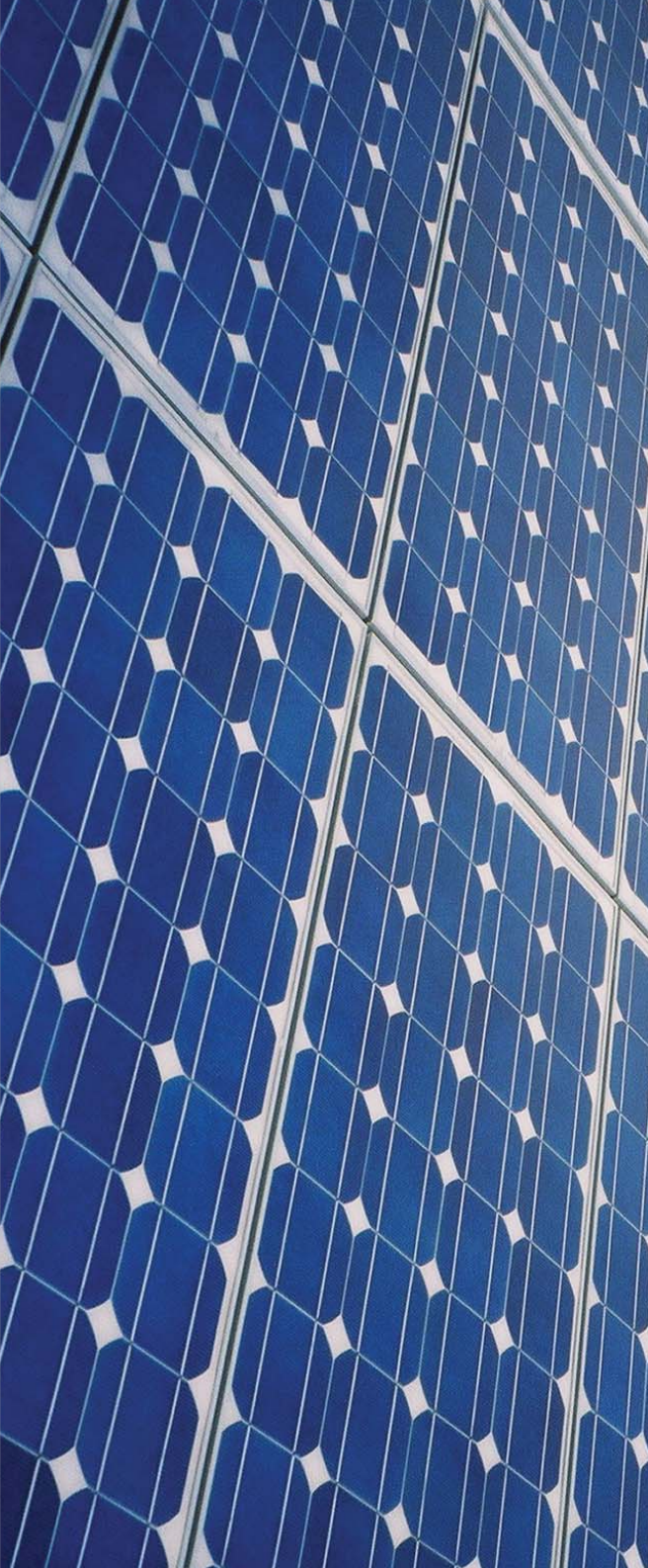
Ian Tansley, as well as being involved in the UK's earliest wind farms and solar energy installations, has long acted as a consultant to organisations such as WHO, the UN and Unicef.

'Several years ago it was apparent that the company had the potential to do much more than it was doing ... to move into the mainstream business. But to do that it needed several key personnel and venture capital,' says Phil McVan. 'This is where the Welsh Assembly Government stepped in.'

'With their assistance a very experienced new management team was brought together and venture capital sourced from a business angel through their Xenos scheme. This has released Ian's design team to carry on their pioneering development work while we expand the business and take it into new markets.'

New business has since taken the company to a whole new level. The Tywyn-based company now counts B&Q, Police, Councils, Colleges and South West Water among its clients, and has flourishing export markets in Africa, the Indian subcontinent, Latin America, the Middle East and Europe. It has just sealed a US\$600,000 deal with WHO to supply solar fridges to Nigeria.





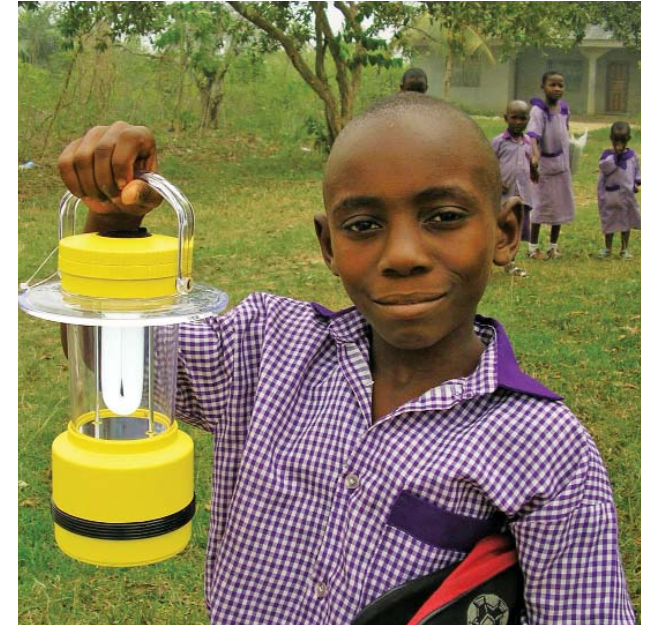
## Fuelling growth

And while Solar PV solutions like these can be used in stand alone, off-grid applications in developing countries, the range of sustainable energy solutions are equally applicable in this country. These can complement existing on-grid applications and reduce dependence on traditional power sources. Examples include streetlights, car park lighting, remote CCTV security applications, water pumping, signage, and safety lighting. Ground Source Heat Pumps, Wind Turbines and Biomass Boilers are also excellent solutions.

‘The Welsh Assembly Government has been hugely instrumental in our growth, enabling us to branch out into new and lucrative markets,’ says Phil McVan.

‘They helped identify our evolving needs, supplying appropriate types of resources as we needed them - including early discussions regarding funding. International Business Wales paved the way to an important introduction to the UN procurement unit in Copenhagen while overseas trade missions helped us to get to grips with the market, and to fine tune our product range accordingly.

‘Without doubt, the combination of dedicated Welsh Assembly Government support and a very capable, professional management team will achieve the rapid development of True Energy Limited.’



## Your next step...

If what you’ve read here strikes a chord with your business ambitions, then we should be talking. If you want to explore the possibilities of developing your business in Mid Wales, call us on:

Tel +44 (0)1686 613128

Or email us on [infomidwales@wales.gsi.gov.uk](mailto:infomidwales@wales.gsi.gov.uk)  
[www.internationalbusinesswales.com](http://www.internationalbusinesswales.com)

## True Energy

Tel +44 (0)1654 712713

[www.trueenergy.co.uk](http://www.trueenergy.co.uk)

