
PVI Solar Installs The Largest Solar Sign In The U.S. For A St. Petersburg, Florida Based Software Firm, Clarifire

Solar Has Gone High-Tech in West Central Florida...Signage Has Come of Age, In A Whole New "Light".

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Ted Hasenstaub, Executive VP of Sales & Marketing V.P. of PVI Solar, has made CLARIFIRE's Green culture become more of a reality. Last month, he helped the company do this by installing the largest internally illuminated solar powered pylon sign known to exist in the continental United States.

The solar powered sign measures approximately 20 feet in overall height. The illuminated area is 7 ft. high x 14 ft. in length x 16" depth, 100% off grid configuration. The sign utilizes PVI's proprietary "Powerline™" solar power management system technology. The solar sign system includes a guaranteed sustainability protocol to operate perpetually, for a minimum of 5 days with only one day of sunshine.

CLARIFIRE signed on to the idea because it wanted to practice what it preached. The company helps businesses become more efficient by implementing software, so the CEO felt this was the best way to show they mean what they say. It also has helped the company reduce its carbon footprint, which is another one of its Green Initiative goals.

"We decided that being efficient means more than automating our processes and those of our customers," CEO Jane Mason explained. "So we were determined, when we moved into our new offices, to make the efficiencies of "going green" a real part of our business culture." In ordering the solar signage, "we wanted to also harness the sun when announcing where we are."



"Companies Are Signing On To The Notion That Being More Efficient, Can Also Equate To A Stronger Company Green Initiative..."

PVI Solar and its parent company FALA Technologies www.falatech.com are based in New York's Mid-Hudson Valley, the emerging solar energy capital of the East Coast. It is creating advanced solutions for solar applications, by providing a broad range of products, including commercial signage and lighting. PVI's revolutionary power management technology sets a direct course to reliable off-grid power solutions. www.pvisolar.com

PVI Solar partnered with International Sign Company in Largo Florida for the manufacture & installation. ISC is one of PVI Solar's authorized partners. They are experienced and knowledgeable in the sign manufacturing with a main focus on custom sign manufacturing, including developing innovative solar products in the signage industry. www.intlsign.com

Ted has worked with the sign trade across the United States and internationally, on project planning, design and sales. In an ever changing marketplace, he has continually adapted the latest technology from both a technical and sales point of view to meet new customer requirements.

Mr. Hasenstaub has been in charge of strategic sales & consulting services for PVI Solar since 2009.

Ted Hasenstaub
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