

PRESS INFORMATION

Berlin, September 2013

Sonnenrepublik succeeds in creating the energy turnaround in small format. Berlin-based entrepreneurs develop first platform for modular power supply with their solar system „Clicc“.

Who is not familiar with this problem – sooner or later the battery level of the mobile phone, the iPhone or notebook tends to an end. No big deal at home, but being on a trip or at a business meeting makes it more difficult: having no electrical socket within short distance raises the question of generating energy for small mobile devices. Even if electrical devices do not inevitably belong to daily life – there will always be situations where especially mobile phones are indispensable.

Challenge and motivation for the physicist Oliver Lang and the sailor and merchant Andreas Guba to develop a flexible and portable solar kit. Founded in 2012, the two entrepreneurs produce the world's smallest solar charger as well as the therefor drafted solar panels in their start-up Sonnenrepublik GmbH and sell it since June 2013.

“Our basic idea was quite simple: effectively producing energy on one's way in order to meet urgent power requirements. So, it was about time for a solar kit; ideally very light, durable and with a cool design“, says CEO Oliver Lang. The new and aesthetic product makes it possible to charge mobile phones and other small USB compatible devices anytime and far away from the grid and is hence an ideal companion for every day.

„Clicc on“ worldwide and charge at any place

Solar modules, which function similar to the solar cells on roof tops, consist of silicon compounds making it possible to obtain energy from sunlight and convert it into electricity. Using the latest technologies, high-grade housing materials and high quality standards in manufacturing the Sonnenrepublik wants to give cult status to solar power in the future with the specially developed Clicc-system.

The core of this system is the Clicc – an extremely efficient and solid mini solar panel. It weighs only 10 g, measures 4 x 4 x 0.4 cm and can just like a puzzle be extended to all four sides by simply clicking other Clicc modules into each other. Thus the system can be varied in power rating, colour and shape.

The panel will be complemented by appropriate small devices and services – such as the ClicLite. Besides the Clicc, it is the most important component of the modular system. It combines the world's smallest solar charger, an ultra-bright mini LED flashlight and a key chain. Having the ClicLite completely charged the talking time of a smart phone can be extended by approximately one hour, an iPhone will be fully charged.

„A whole world of solar modules in different colours, editions and chargers will arise. We develop all of these products in-house. Later devices from industry partners can be developed for us or for their own product range“, forecasts Lang. Very light, easy to attach

to bags, backpacks and clothes, Clicc and ClicLite come through a specially-produced clip anywhere good to wear.

Sun Clear visions and clear business objectives

Initially being sold exclusively at sales promotions like 4010 Telekom Store in Berlin, Sonnenrepublik has now installed their own online shop on the company's website. On www.clicc.de all devices now can be ordered quickly and easily.

As there exist many more applications from various sectors (consumer and industrial goods) which have to be provided with mobile or autarkic power, Sonnenrepublik will launch by the beginning of 2014 two more, larger chargers called „ClicDoc“ and „ClicTrac“ – with significantly higher performance, higher capacity and larger dimensions. „By the use of the standardised connection ClicBar other companies will be able to produce, in accordance to us, their own devices for the Clicc-system or they simply integrate the ClicBar in their devices. Examples that would be mentioned here are mobile phones, notebook cases, mp3-players and textiles like outdoor fashion “, completes Andreas Guba.

One of the main corporate goals the two entrepreneurs have set for the near future is the establishment of a Clicc community enabling customers to take part in the brand development, creating synergies and transferring the Clicc function both in private as well as in business sectors – independent energy for everyone at any time.

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