



## **Solar Rainbow to install 1.3MW solar system**

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According to Solar Bawabeh, president and co-founder of Solar Rainbow Services and Kirk Roller, VP and general manager of Carlisle Energy Services (CES), they have begun their strategic joint venture to install 400,000 s/f of thin-film UNI-SOLAR laminates by United Solar on the rooftop of the N.J. distribution center and warehouse for Jordache Enterprises.

Located at 200 Helen St., the project will be one of United Solar's largest solar rooftop installations in the northeast. Phase 1 of the Jordache construction will be for 1.3 megawatts (MW) and an additional 1MW will be installed during phase 2. The installation of building-integrated solar laminates, will begin in early spring with a completed date set for summer. Solar Rainbow recently acquired a roofing company, which has also been contracted to reroof and prep the facility for the solar project.

Bawabeh said, "Jordache's decision to adopt solar energy in such a large way is a powerful leadership move. We are delighted to be able to work with them as they take a lead in going green on a corporate level."

Eddie Ben Aderet, executive VP at Jordache said, "Jordache is committed to renewable energy and to working with our customers, such as Walmart, to go green. We produce and deliver quality products competitively, while respecting and preserving the environment in which our manufacturing plants, distribution centers and hotels operate."

The energy generated from the installation on the Jordache rooftop will create about 1,430 megawatt hours (MWH) per year. This is enough energy to power about 250 American homes. The emission savings is equivalent to taking 80 cars off the road every year, and it will reduce CO2 emissions annually by 1,100 tons.

"The most difficult obstacle to selling a solar system is educating the customer," said Bawabeh. "Once they realize that they can protect the environment while getting a great return on investment, they begin to move forward. Companies can take advantage of the 100% bonus depreciation of the system cost in the first year, as well as, a 30% Federal Cash Grant. Additionally, there is also an income stream of SRECS and Electricity savings."

Roller said, "Carlisle and Solar Rainbow are excited to work with Jordache. This project represents a continued commitment by Jordache to sustainability. JORDACHE selected CES due to our ability to warranty and protect not only their new roof, but the entire solar project."

Bawabeh said, "Solar Rainbow, Carlisle Energy Services and Jordache would like to thank PSE&G, the New Jersey Clean Energy Program and the Township of South Plainfield for their assistance in helping this environmentally important project come to fruition."

JORDACHE Enterprises, based in New York City, is a privately held international conglomerate which designs and manufactures a wide variety of denim, apparel and accessories. Their own house brands include Jordache, U.S. Polo Assn. Gasoline, and KiKit. In addition to its apparel business,

Jordache Enterprises is heavily invested in worldwide residential and commercial real estate, holds a majority interest in a private jet charter service and owns an award-winning olive oil company.

Solar Rainbow, founded eight months ago, is a solar energy provider that designs, installs, and owns solar photovoltaic systems through the Power Purchasing Agreement (PPA) structure for commercial customers. The company has 5 MW worth of projects under construction with contracts worth of \$25 million and they have an additional pipeline of about 25 MW commercial rooftop installations worth about \$125 million.

Carlisle Energy Services, Inc., a wholly owned subsidiary of Carlisle Construction Materials Incorporated, specializes in turnkey project development and design for large-scale commercial photovoltaic solar rooftops and solar landfill closure systems. Combining Carlisle's unmatched roofing industry performance and expertise with cutting-edge energy management solutions, Carlisle Energy Services provides a unique service to the roofing, energy and landfill industries.

United Solar is a wholly owned subsidiary of Energy Conversion Devices (ECD) (NASDAQ: ENER) and is a leader in building-integrated and rooftop photovoltaics. The company manufactures, sells and installs thin-film solar laminates that convert sunlight to energy using proprietary technology. Its UNI-SOLAR brand products are unique because of their flexibility, light weight, ease of installation, durability, and real-world efficiency. For more information, please visit [www.energyconversiondevices.com](http://www.energyconversiondevices.com).

Solar Rainbow is actively seeking rooftops to rent where they will install, own and operate solar systems under the PPA structure providing additional revenue to the property owner which is up to fifty cents a s/f per year. The flat and unobstructed rooftops should be at least 50,000 s/f. For additional information on Solar Rainbow please visit [www.solarrainbow.com](http://www.solarrainbow.com)

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