



Sukhumi panasonic solar panels

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Over the past several years, multiple solar module manufacturers have shifted toward using original equipment manufacturers (OEMs) to make their modules (commonly called solar panels). The trend follows suit with manufacturers in many other industries from consumer electronics to apparel, who leverage the expertise of specialty manufacturers to maintain quality while the brand often focuses on service.

An OEM is essentially a manufacturer that specializes in making specific products on behalf of brands. In the case of solar module companies, primary manufacturers are outsourcing the production of their solar panels to OEMs.

The manufacturer still brands the product as its own, and ideally, monitors the manufacturing process to ensure the OEM maintains the level of quality that customers expect from the brand.

For homeowners deciding to invest in a solar panel system, the use of OEMs raises some important questions. Does outsourcing the manufacturing impact the quality of the product or the service you can expect? And what factors should you consider as you evaluate different brands?

"As a homeowner, you want to know not only that the product you're getting is the best, but that the brand and warranty that stands behind it is just as good," says David Lopez, Group Sales Manager for Panasonic's Western Territory.

That's because solar panels are a long-term investment. Ideally, they last for decades with minimal maintenance and performance degradation. A little research into the warranty that your manufacturer provides, as well as the technology and quality control, can give you a lot of reassurance as you embark on your solar journey.

The use of OEMs has been common across manufacturing by large, well-known for years. For instance, your iPhone is made by an OEM. Most likely, so are your TV, laptop, car stereo, air conditioner, and many other appliances.

Solar panel companies, including Panasonic, see several benefits from this strategy, and many positive effects for customers. Most notably, it can enable manufacturers to reduce their own costs as the OEM solar module manufacturers benefit from economies of scale in operating its factories, purchasing materials and hiring labor.

That allows the solar panel companies to keep costs to homeowners affordable, while still maintaining a high quality.



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Lopez notes that outsourcing manufacturing offers other advantages that benefit manufacturers and homeowners alike. For example, by utilizing multiple OEMs, manufacturers can ensure that their products stay on the cutting edge of innovation. They don't need to worry about a single factory becoming outdated--instead, they can leverage updates and innovations offered by their OEM partners.

OEM partnerships can also help manufacturers bring new products to market more quickly. "Without waiting, we can select the OEM that complies with our high quality standards, while also producing the latest and greatest technology," Lopez says. Consumers end up with better solar panels that reflect the most recent developments in the industry as a result.

What's more, by using OEMs, manufacturers can refocus on customer service and installer programs, providing an even higher level of care and guidance throughout the purchase, installation, and maintenance of the product.

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Web: <https://www.kary.com.pl/contact-us/>

Email: energystorage2000@gmail.com

WhatsApp: 8613816583346

