

NEWSLETTER

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SOULAR LAUNCHES NEW PRODUCT

Soular has innovated a new product: SoulSound--headphones that charge in the sun. Using the headband of the headphones to place solar panels, these Bluetooth headphones will never run out of battery. At \$350, the Soul Sound will provide you with the high quality listening experience that you would expect with headphones in this price range. The solar panels we use have proven to be very safe. On top of our warranty, which we include with all of our products, these headphones will have heat and fire resistant material in the headband. The Soul Sound is also very lightweight due to the materials that we use. This makes working out in them a pleasure rather than a burden. As a result, the Soul Sound will please both the audiophile and athlete. Pre-orders start at the end of February!



NEW Product: Soul Sound headphones

SOULAR SUPPORTS SOLAR AID

Article by William Shepherd

Soular is very invested in our community and as such we are planning on hosting our own Soular Fun Run to support SolarAid this spring. Participants can take part in a 5K race or a one mile fun run with all the profits going the charity we strongly support. Our first annual fun run will take place in our hometown of Cold Spring Harbor, New York.

Approximately 598 million people in Africa have no access to electricity. Residents rely on harmful kerosene lamps which emit black smoke, eat up about 15% of a family's income and are extremely hazardous. SolarAid has stepped in to help eradicate kerosene lamp use by providing access to solar lights in Uganda, Malawi, and Zambia. With a solar light, everything changes. These little lamps are safe, clean and affordable. They give off hours of light in the evening so families can feel safe after dark. Just one lamp can transform the fortunes of an entire family. Soular is ecstatic to work with such an amazing charity that is bringing light to the importance of solar energy in our communities.

CONTINUING GROWTH IN THE SOLAR INDUSTRY

Article by Brett Gray

Today's solar industry is thriving. Over the past few years, we've seen a massive increase in the popularity and use of solar technology. Despite a massive increase in solar installations, prices have become much more affordable. The price of a solar panel in 1975 was 227 times more expensive than they are now. Even if you choose to look at a more recent timeline, prices have become much cheaper. Solar panels today are just 30% of what they were in 2010. Solar has evolved as the preferred source of technology, as wholesale solar prices are cheaper than new natural gas, coal, or nuclear power. In the past year alone, 64% of electricity generation capacity in the US came from solar, and 99% of new electricity came from renewable energy sources. Additionally, solar jobs are opening up all throughout the world, and the industry continues to grow. US oil, gas extraction, and pipeline industries combined for less jobs than the solar industry. Furthermore, it grew twelve times larger than the US economy as a whole. Finally, solar power capacity has grown over 100x over the past 10 years.



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The soaring solar industry and the stated statistics are directly correlated to the success of our company. With a massive increase in the use of solar products, our accessories are great products for every consumer. Each of our products, whether it is our SoulPack or the SoulBump, will efficiently resolve your daily inconveniences and struggles in regard to having to charge your products. To add, the mobile industry has been soaring as well. This will result in an increase in the usage of our products, particularly the SoulCase. From mobile apps to the use of augmented reality, there is no doubt that not only the mobile industry, but Soular will be booming in the upcoming year.

PROMOTING POSITIVE EMPLOYEE MORALE

Article by Jaclyn D’Alleva

At Soular, we believe that employee morale is paramount and we have taken the initiative to better the relationships between employees. We plan on having team bonding activities each month, making our workplace more welcoming and friendly. Chief Operating Officer Nicole Ambrosino and the associates of Human Resources, Ella Warren and Brianna Loeffler, have already planned various team bonding activities for the month of March. Our company believes that team bonding activities can instill a sense of trust and cooperation amongst our employees. These activities will allow employees to feel comfortable with one another and overall will improve the health of our company.

OUTSTANDING EMPLOYEES

Soular employees have been going above and beyond lately, especially our Director of I.T and Public Relations Anna Ruocco and our Administration Officer Jaclyn D’Alleva. These two employees have shown outstanding effort and determination throughout the past few weeks and will receive promotions.

Jaclyn D’Alleva has taken charge in assigning employees with roles for the newsletter and formatting it. D’Alleva has accomplished in creating a well designed newsletter that really gets the point across. She has also sparked creative ideas for the company advertisement.

Anna Ruocco was in charge of creating the company website and has done an excellent job in designing a creative and visually attractive website. Anna updates our website to mirror our current promotional strategy. She has also accomplished multiple trade deals with other companies.

