



2013 THE YEAR OF INNOVATION AND VALUE



Looking at smart phone, smart TV and tablet business we see a completely brand new niche of a global economy. It is important to note that this smart business did not exist 5 years ago. It was not truly popular still 3 years ago. Nowadays this true innovation is one of the fastest growing businesses globally. Having said that, Microwell in 2013 strengthens the focus on innovation and customers' value.

Global technology transformed into the individual solutions considering all small individualities is more often requested by end customers. Technology becomes more complex and vaster in assortment and applications than ever before. Customers tend to seek value instead of a machine.

Microwell devoted itself in proving these values to its customers in 2013.

In this newsletter you will find:

2013 is the year of innovation and value / page 1

Aqua-term Product of the year / page 2

New intuitive price list / page 2

Wireless regulation to be standard for DRY800 and DRY1200 / page 3

Dehumidifying possible at 15°C / page 3

Solar heat pump – bringing the myth into the reality / page 4

New reinforcement to international marketing / page 4



MARKETING

01/MARCH 2013

AQUA-TERM PRODUCT OF THE YEAR

Expo Aqua-term Nitra 2013 traditionally awarded the best products for the upcoming year. Amongst gold medals and acknowledgements the Slovak Product of year 2013 prize was being awarded. Microwell won the first place with swimming pool dehumidifier DRY500 Metal. 'Being awarded with this prize gives us a kind appreciation of our continuous effort to succeed with Slovak product abroad' commented Microwell's general manager Ing. Tibor Kovacs during the acceptance speech.

The production of swimming pool dehumidifiers and heat pumps has become a successful division in Microwell. These products are currently being prosperously exported to 16 European countries starting in Great Britain, swinging through the continental Europe and ending in Russian Federation. Microwell products are, in strong global competition, known for their quality, modern design, installation flexibility and wide range of accessories. The dehumidifiers and heat pumps research and development focuses on putting higher standards towards ecology and unit effectiveness consuming less energy while keeping the output intact. For this reason Microwell has developed special testing site with unique laboratory whose peer we would find in Vienna the closest. Long-term experience with measurement and automation systems where Microwell is continually number one on Slovak and Czech market supported this testing site creation which turned to be a perfect synergy.

Microwell employees and business partners agree that **'when pool, then Microwell'**.



NEW INTUITIVE PRICE LIST

In January Microwell presented a brand new price list layout. Majority of the business partners provided with a very positive feedback towards it outlining its intuitiveness, simplicity and most of all the clarity. This layout enables easier order placement indeed. The result of the order is in the form of a unique code. This code represents all unit's specifications such as unit type, cover material and color, regulation, installation and all types of accessories such as wireless humidistat, LPHW, etc.

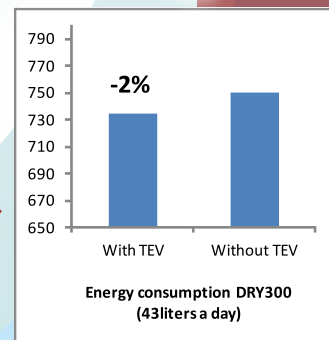


TECHNOLOGY

01/MARCH 2013

ENERGY SAVINGS 2% AND EFFECTIVE DEHUMIDIFICATION FROM 15°C

Following the Microwell's thrust on customers' values several technological enhancements have been implemented. Thermostatic Expansive Valve measures the refrigerant temperature on the evaporator outlet. Should the temperature be too low the Thermostatic Expansive Valve closes the refrigerant circulation into the evaporator up avoiding the evaporator to freeze. Should the temperature be too high the valve opens the refrigerant circulation up fully enabling better vapor condensation using 2% less energy than without the valve. Also the compressor temperature is lowered by 15%. Summed up this provides considerable more efficient dehumidification, energy savings and an effective condensation in air temperatures starting at 10°C up to 40°C.



Wireless regulation for DRY800 and DRY1200 possible



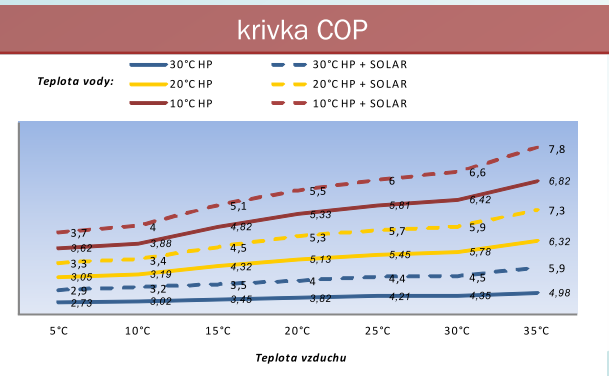
Wireless communication, control and regulation become more and more popular. Smart phone business goes hand to hand with global wireless obsession. Microwell has implemented special aerial extensions on the top of standard DRY EASY 200 aerials enabling wireless communication for dehumidifiers with metal or stainless steel cover. This can be easily mounted as a plug&play device ensuring zero interference between the transmitter and the receiver.

TECHNOLOGY

01/MARCH 2013

SOLAR HEAT PUMP – BRINGING THE MYTH INTO THE REALITY

Water heating and humidity control are claimed to be the must-have prerequisites of each swimming pool. When you take a short break to think about it you would more likely agree. Heat pump is undoubtful one of the most cost-effective ways to heat the water. Recently, Microwell has launched several innovations to its swimming pool heat pump series HP900 and HP I 200 system AIR-WATER providing additional 14% running costs savings, more comfortable regulation and more flexible installation options. Solar upgrade, also produced by Microwell, increases the COP (Coefficient of Performance) to a massive 7.8 which means that for 12kW energy output only 1,5kW power consumption is needed. Solar heat pump is the world leading innovation that Microwell introduces to the market in 2013.



INTERNAL AFFAIRS

01/MARCH 2013

NEW 3000m² MICROWELL PRODUCTION AND WAREHOUSE SITE



Construction of new Microwell site is about to be kicked off. The site is to provide more production and warehouse space, swifter production and eventually shorter supply periods. It is designed to combine production and warehouse on a massive 3000m² space with lorry and truck access being only 15km from the main highway. The site should be open and fully operational by August 2013.