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# PROJECT ECONOMY

## Local Company Sheds Light On Green Industry

*Business Hopes To Bring New Jobs To Region*

POSTED: 7:16 pm EDT August 11, 2009  
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**PLATTSBURGH, N.Y.** -- A Champlain valley company has developed technology that gets even more energy out of solar panels.

### Local Company Sheds Light On Green Industry

SOLARNOVAR said there is demand for their product -- and that could mean more green jobs for the North Country.

SOLARNOVAR is responsible for giving solar panels essentially "a brain."  
"As you use a tracker with them they become 50 percent more efficient," said Greg Brienza of SOLARNOVAR.

The Plattsburgh company makes solar panels with a tracker inside.

"A tracker is something that follows the sun's path throughout the day and changes throughout the seasons to maximize... just like a sun tanner or sun bather would do to get the most sun. The same thing happens with solar energy. You get more energy as you face the sun," said Brienza.

SOLARNOVAR has already sold quite a few of these special solar panels, mostly to residential homes.

Brienza said there is a lot of financial incentives from the government to homeowners, spurring their sales.

"We tell people and we feel comfortable saying they can expect about a 2 to 6 percent back on their investment," said Brienza.

The company wants to invest in Plattsburgh. They are hoping as demand for the technology grows, they can hire some "green collar" employees to make and sell the panels.

Brienza said, "This is a technology we can build right here in Plattsburgh."

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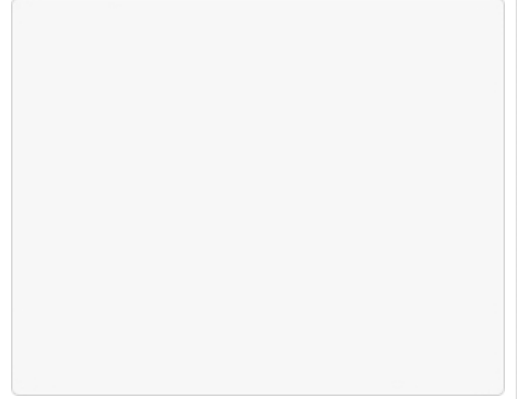
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