

# Who is Apricus?

A brief overview of the company



## The Story of Apricus

**Apricus** is focused on providing effective **solutions** for **families** and **businesses** concerned about **rising energy costs** and **climate change**, through the use of **renewable energy** technologies.

Apricus solar thermal systems are widely used in both residential and commercial applications to provide hot water, space heating, industrial hot water and even air-conditioning. Installing just one Apricus solar thermal collector can reduce CO<sub>2</sub> levels as much as planting more than 200 trees and is the perfect choice for people wanting to become part of the SOLUTION by reducing their carbon footprint.

### History

Apricus was founded in 2003 by Michael Humphreys. An Australian, born in Melbourne, Michael travelled to China in 1999 and began working in the manufacturing industry completing sales and quality control roles. Working closely with the Chinese staff Michael honed his language skills and understanding of the Chinese culture.



Given the massive popularity of the evacuated tubes in China, and Europe, a new collector was design by Michael and his engineering team to meet the requirements of the “western” markets.

Apricus is a latin word for “attracting the sun” and so is a very appropriate name! The Apricus trademark is registered worldwide.



### Sales

With sales initially in New Zealand and the UK, sales have now grown to more than 30 countries, with strongest sales in Canada, the USA and Australia.

With global sales in excess of half a million tubes, Apricus has developed a strong reputation as a key player in the evacuated tube solar collector market.

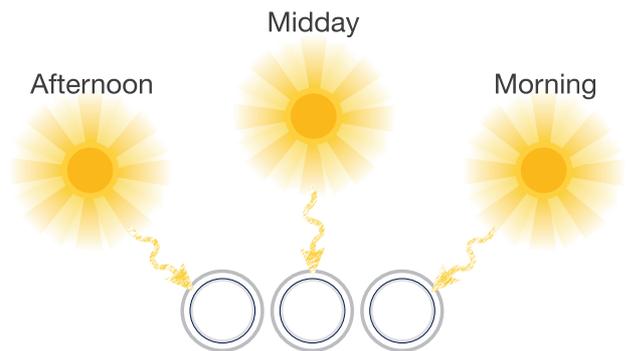
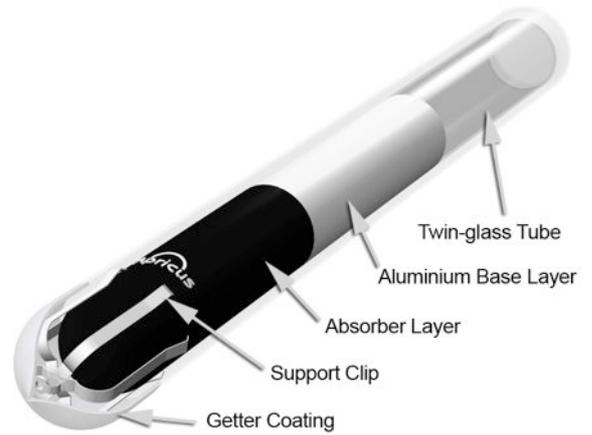
Apricus is excited about the future, with strong growth forecasts in Australia New Zealand and North America.

[www.apricus.com](http://www.apricus.com)

## The Product

The core of the Apricus design is the twin-glass evacuated tube. There are a number of different evacuated tube designs in use worldwide, but this style was chosen for its reliable performance and cost effectiveness as a mass produced component.

This tube design has a round absorber and so has the advantage of achieving passive tracking throughout the day. This results in heat output for longer throughout the day than either flat plate collectors, or those evacuated tube collectors that have a flat fin absorber inside a single wall tube.



Apricus has perfected the design of a copper heat pipe to effectively conduct the heat from within the evacuated tube up to an insulated header box. A dry connection between the heat pipes and the heat exchanger means that the heat pipe is not in contact with the water, and so there are no seals to fail. It also makes the installation “plug and play”, greatly reducing the time the plumber has to spend on the roof.

Another important design feature is that the header only has 4 braze points, in contrast to many other competing designs which can have as many as 64 potential leak points.

Unlike many products on the market, environmental impact has been considered from day one. Recycled glass is used for the insulation, aluminium sheet rather than thick extruded aluminium is used for the casing, greatly reducing embedded carbon levels of the product. At the end of its service life the collector will also be easy to recycle. Just those little extra things that Apricus considers.....

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## Manufacturing

Apricus owns and manages its own production plant, it is NOT an OEM product. The plant is based in Nanjing, China where Founder and CEO Michael Humphreys is based. With a team of engineers, product development is done in house, allowing the feedback from installers in the field to be quickly incorporated into new components and product improvements.



Apricus prides itself on running a tight ship, and that means good labour conditions for the employees. Apricus factory workers obtain all those entitlements outlined by the local labour laws and more, and are paid well above the average wage. Apricus is regularly audited by European, Australian and local authorities to ensure adherence with product standards, labour laws, safety regulations and environmental requirements.

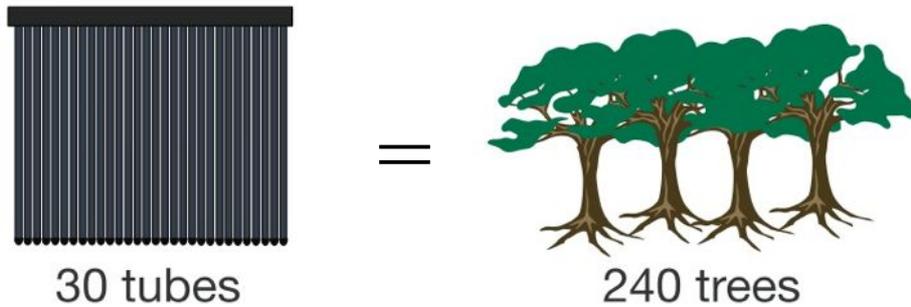
Apricus has obtained Australian Standards (AS2712:2007), SRCC, FSEC & USEC (USA) and Solarkeymark (EU) certifications, and is a fully ISO9001:2008 certified manufacturing plant.



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## Environment

Installing an Apricus solar water heater is one of the most effective means of reducing a household's carbon footprint. Installing a 30 tube Apricus collector can reduce CO<sub>2</sub> as much as planting more than 200 trees, reducing electricity or gas usage for water heating by 60-80%.



## Applications

Apricus solar collector are widely used in both residential and commercial applications. In fact more than half of the Apricus collectors installed in the US are for commercial applications such as hotels, schools, restaurants and dormitories. Apricus collectors can be installed in many ways to suit the building.



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## The Apricus Culture

Apricus prides itself on a company culture based on the “good person” factor, meaning that we work with people who are honest and genuine about providing a good product and service and being “part of the solution” to global warming.

Globally Apricus has staff and shareholders from Australia, New Zealand, Northern Ireland, France, USA and China, and so has an very international outlook on the business, drawing on experience and ideas from many markets.

## The Future

Apricus sees a very bright future ahead for the solar water heating industry. Government support and social acceptance have improved greatly of late, giving great opportunity for mass implementation of domestic and commercial solar water heating.

Widespread use of solar water heating has 3 key benefits:

- developing distributed power = reducing loads on the power grid
- reducing carbon emissions = helping the environment
- creating jobs = helping the economy

Apricus is working hard to provide the best solutions possible, but we acknowledge we are not perfect. We need to provide better customer service, better technical support, better training, faster delivery of product, and new and exciting products. Rest assured we are committed to doing all these and more.

So thank you for choosing to work with Apricus.



Michael Humphreys  
Founder & CEO