

Eco-smart tech innovator Myenergi plugs into Australian market for heady mix of solar and EV growth

Eco-smart energy management equipment manufacturer Myenergi is expanding operations to Australia.

The high-growth business, with flagship products focusing on maximising self consumption of renewable micro generation, has launched a new subsidiary in Greater Melbourne.

It comes as the Stallingborough business embraces the rising popularity of electric vehicles, energy independence and ethical living.

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Australia has the highest levels of solar irradiation in the world, making it “the perfect extension” according to Jordan Brompton, co-founder and chief marketing officer, who has welcomed EV advocate, expert and electrification pioneer Russell Shepherd to lead the team in Victoria.

She said: “We are extremely excited to be launching our new subsidiary in Australia. Our international expansion programme is building with impressive momentum, with subsidiaries already operational in Germany, Ireland and The Netherlands.



(Image: MyEnergi)

“As a renowned electrification expert, Russell is the perfect person to spearhead our Australian operations, bringing a wealth of experience from the EV market. We are fully confident in his ability to highlight the benefits and quality of our technologies and enable widespread adoption by EV drivers down under.”

Myenergi's Zappi is the world's first solar compatible EV charger. With optional modes to either draw power from the grid or use self-generated green energy, the award-winning device makes charging your car easy and eco-friendly. The system includes a supporting app that allows users to remotely monitor and easily control their charging.

Eddi is an energy diverter that allows users to maximise self-consumption of renewable energy, by using it to power pool pumps and heat hot water. It describes the potential returns, control and monitoring between both products as totally unique in the marketplace.

Australia has seen a 400 per cent increase in electric vehicle ownership over the past five years, with many homes using

solar.

Having gone from two to 200 employees in five years, the company has just moved to new headquarters on the outskirts of Grimsby, and is building a major extension to house production, having seen demand escalate as the initial build materialised.

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