

## **A BRIGHT BRAND SHEDS LIGHT ON AFRICA'S POWER SITUATION**

### **Ecoboxx provides innovative, portable solar products to 'Power Africa'**

Ecoboxx, a unique, uncomplicated plug-and-play system that provides instant power to anyone, anywhere, has arrived in South Africa as the answer to Africa's dire power situation.

According to Ryan Steytler, one of Ecoboxx's founders, this power solution has arrived at the perfect time – a crucial time in Africa when Eskom's Medupi power plant is set to cost taxpayers R10bn.

During his recent visit to the continent, US President Barak Obama announced that a new U.S.-led initiative to double access electric power across Africa, would bring "light where there is currently darkness."

The White House says Obama's electricity initiative, dubbed "Power Africa," symbolises the type of cross-continent ventures the president seeks. Backed by \$7 billion in U.S. investment, the power programme will focus on expanding access to electricity in six African countries: Ethiopia, Ghana, Kenya, Liberia, Nigeria and Tanzania. Obama said the U.S. seeks "a partnership that empowers Africans to access greater opportunity in their own lives."

As brands are born, grow and develop, they find their position in the marketplace and their unique purpose emerges. Ecoboxx is here. It is a powerful, innovative solar product, which will have no difficulty finding its place in its market; Africa, a continent left in darkness with only 30% connected to the power grid. In central African countries, which include the Democratic Republic of Congo, there are 575 million people without access to electricity.

It's for this reason that Ecoboxx is here to stay and to develop further. This innovative product is safe and environmentally-friendly, solving lack of light problems and the hazards of a widely used fuel, such as kerosene. More than one million people die every year in fires started by fuel-lamps and lighting materials. On top of this, inhalation of these dangerous fumes is the equivalent to smoking 40 cigarettes a day.

### **About Ecoboxx**

Ecoboxx is a clean, green solar energy solution via handy portable generators that are available in a variety of sizes with varying energy capacities (from 50 Watt and up to 1500 Watt). They are handy and perfect for outdoor activities, blackouts or peak usage, and especially in rural areas where electricity is not available.

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For more information or enquiries about Ecoboxx distribution, visit:  
[www.ecoboxx.co.za](http://www.ecoboxx.co.za).

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