



Bringing renewable technology
down to earth!



Vision: Establish a unique franchise business model by utilizing cutting edge green technologies that promote health, efficiency, and environmental harmony to create a national shift in the way we live.

Mission: Inspiring Others to Discover Environmentally Responsible Solutions!

History: Founded in 1986, Solar Direct's initial focus was on the Clean-Tech market, specializing in NASA developed Geothermal Heating/Cooling systems and Heat Pipe Technology. Solar Thermal systems, both swimming pool and domestic water heating, have been the core product line through out the company's history – having installed thousands of systems within Florida.

As consumers migrated toward Internet purchasing, Solar Direct was one of the first renewable energy organizations to develop an online presence. In 1996 Solar Direct launched SolarDirect.com, its ground breaking educational-friendly web site.

Solar Direct expanded its Internet presence in early 2003 with the creation of the Energy SuperMarket, an online e-commerce site offering customers a worldwide factory direct source for renewable, energy efficient products. The [Energy SuperMarket](#) quickly evolved into the largest, fastest growing energy super-mall on the Internet.

Beginning in 2004, Solar Direct's total market expanded to include well over 30,000 customers, with more than 2000 unique visitors to the Energy SuperMarket each day.

In 2005, Solar Direct's residential and commercial installation division made a major expansion of Solar Electric PV system construction as government incentives made them more financially viable. The Engineering Department was also expanded to offer design services for larger commercial projects with Mechanical, Structural and Industrial Systems disciplines.

Solar Direct is a Bonded, Insured and [Florida State Licensed](#) Solar and Electrical Contractor. It is a member of the Solar Energy Industries Association (SEIA), Florida SEIA, OUC Preferred Contractor Network and the Green Builders Coalition. The company regularly makes [headlines](#) with its progressive business practices and innovative projects.

Clients include U.S. Embassies, U.S. Coast Guard, NASA, Schools, State Parks, Hospitals, Utilities and many corporations. For a sample of our work, visit our online [Case Studies](#) and Gallery of [Solar Electric](#), [Solar Water Heater](#), and [Solar Pool Heater](#) Installations.