

Weight: 1.1lb / 0.5kg 7 Watt **Rollable** Solar Panel

Rollables | PowerFilm Solar Inc.

- Traci Lynn Martin, Just Around The Pointe Sort By 7 Watt **Rollable** Solar Panel (R-7) Wattage: 7W Current: 0.45A Voltage: 15.4V Weight: 0.7lb / 0.3kg 14 Watt **Rollable** Solar Panel (R-14) Wattage: 14W Current: 0.9A Voltage: 15.4V Weight: 1.1lb / 0.5kg 21 Watt **Rollable** Solar Panel (R-21) Wattage: 21W Current: 1.35A Voltage: 15.4V Weight: 1.6lb / 0.7kg 28 Watt...

Rollables | PowerFilm Solar Inc.

- Traci Lynn Martin, Just Around The Pointe Name 14 Watt **Rollable** Solar Panel (R-14) Wattage: 14W Current: 0.9A Voltage: 15.4V Weight: 1.1lb / 0.5kg 21 Watt **Rollable** Solar Panel (R-21) Wattage: 21W Current: 1.35A Voltage: 15.4V Weight: 1.6lb / 0.7kg 28 Watt **Rollable** Solar Panel (R-28) Wattage: 28W Current: 1.8A Voltage: 15.4V Weight: 2.0lb / 0.9kg 42 Watt...

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EE Tech

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CASE STUDY



“When you think of solar, very few people think of Iowa. And when you think of tech implementation, very few people think of Idaho. It was perfect,” laughs Seth Hansen, PowerFilm Solar’s Marketing And Communications Manager. But perception isn’t everything—Hansen and his colleagues saw a natural partnership between the two geographically misplaced companies.

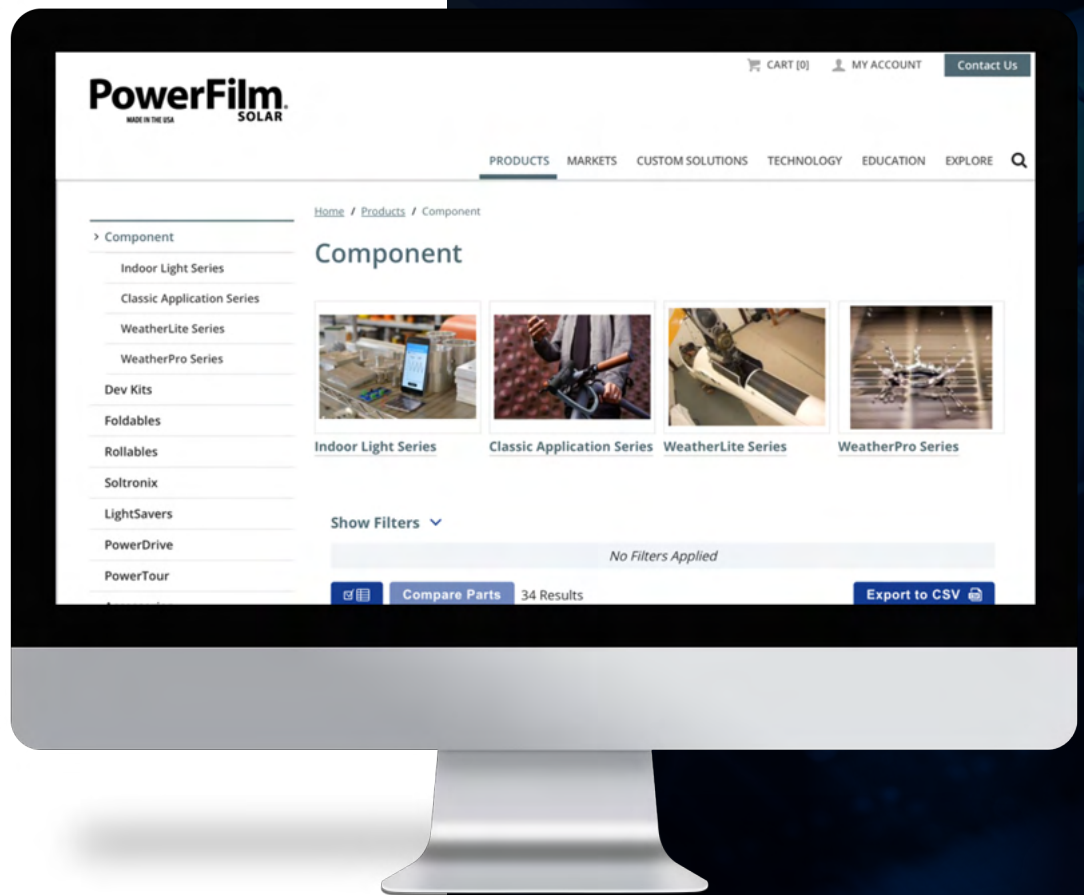
PowerFilm Solar, who specializes in the design, engineering, manufacturing, and assembly of custom solar solutions, was anxious to upgrade the quality of their website search, especially given the amount of content on their site. With a content strategy that emphasized regular publishing and included technical content, they sought to offer value to their users, but knew that, in the absence of good site search, many of their resources were invisible. “Integrating a robust search functionality was critical for us in growing the number of people on the website who have a positive experience. If people have a really poor experience and just leave, that’s the worst possible result. Our previous search function was barely usable,” explains Hansen.

Internally, Hansen and his team were aware that their search struggled to provide the results employees were looking for. “So we knew that, externally, folks were probably having the same experience,” he says. When the project kicked off, functional keyword search was their first goal, followed by the ability to organize components so that users could easily find what they were looking for. They liked that EETech’s parametric search could be applied specifically to their product line, something Hansen says is important to their technical audience.

“Integrating a robust search functionality was critical for us in growing the number of people on the website who have a positive experience.”

SETH HANSEN

PowerFilm Solar’s Marketing And Communications Manager



As a relatively small company, PowerFilm Solar is always aware of cost, but was also interested in a relationship that would allow for collaboration throughout the process. “The responsiveness of the folks at EETech was a huge decision maker for us, and that’s just not how everybody operates. We never felt like we were being nicked and dimed, which was refreshing,” Hansen says. And, although cost is always a concern, PowerFilm Solar acknowledged the need for targeted improvements that make big impacts, and appreciated EETech’s responsiveness and transparency.

Hansen says that the entire process of implementing both parametric and keyword search was very straightforward, but that getting parametric up and running allowed for far more collaboration. “We provided an Excel sheet and made sure the information was accurate, and EETech loaded everything. When we saw things that needed to be changed, we communicated them. It was all very simple—very straightforward—and very fast,” Hansen says. How fast, exactly? Hansen estimates that the entire project lasted a couple of weeks from beginning to end, with the lion’s share of the time spent tweaking the parametric search so that it was customized for PowerFilm Solar’s needs.

Since the implementation of parametric and keyword search, Hansen says he’s emailed the EETech team a few times and received prompt and helpful replies. He says the folks at PowerFilm Solar appreciate that they’re not left to fend for themselves. They’re beginning to look at search queries to their site and identify how people are engaging with the tool, which allows a more data-driven approach to their marketing strategy. “Now, search isn’t going to be a reason people bounce from our website. This has been a really positive experience,” Hansen says.

Hansen maintains that, no matter the size of your company, search can make or break the user experience “Oftentimes, you’ll engage with a company to do something that you can’t do yourselves. And it’s not always a positive experience. But this was very simple, very straightforward. It was easy to implement. And I can’t emphasize enough the value of being able to have someone or multiple someone’s I could send an email to and get a response within 24 hours. If you value that, if you want to be able to reach out to a human and actually engage with them, EETech is it.”

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The screenshot shows the PowerFilm Solar website interface. At the top, there's a navigation bar with 'PowerFilm SOLAR' logo and links for 'PRODUCTS', 'MARKETS', 'CUSTOM SOLUTIONS', 'TECHNOLOGY', 'EDUCATION', and 'EMPLOYERS'. Below the navigation, there's a search bar with '100%' and 'SEARCH' buttons. A 'Show Filters' dropdown is visible. The main content area displays 'No Filters Applied' and '34 Results'. There's a 'Compare Parts' button and an 'Export to CSV' button. A table lists various solar panel models with columns for 'Compare', 'Part Number', 'Product Image', 'Application', 'Dimensions (Width x Length) (mm)', 'Power (mW)', and 'Features'. The table includes rows for models like SP4.2-37, P7.2-150F, MP115-75, MP72.4-21, P715-150, RC7.2-75F, and MP16-75. At the bottom, there's a pagination control showing 'Displaying: 1 - 10 of 34 parts' and 'Results per page: 10, 25, 50, 100'.

Compare	Part Number	Product Image	Application	Dimensions (Width x Length) (mm)	Power (mW)	Features
<input type="checkbox"/>	SP4.2-37		Classic Application	36.5 x 84.0	92	
<input type="checkbox"/>	P7.2-150F		WeatherPro	172.0 x 283.0	1728	Weather Sea Resistant, Ex Leads
<input type="checkbox"/>	MP115-75		Classic Application	73.0 x 253.0	770	
<input type="checkbox"/>	MP72.4-21		Classic Application	20.9 x 54.0	34	
<input type="checkbox"/>	P715-150		WeatherPro	172.0 x 283.0	1540	Weather Sea Resistant, Ex Leads
<input type="checkbox"/>	RC7.2-75F		WeatherLite	92.0 x 271.0	864	Weather Sea Backer
<input type="checkbox"/>	MP16-75		Classic Application	73.0 x 114.0	300	

The logo for EE Tech, featuring the letters 'EE' in a bold, sans-serif font followed by 'Tech' in a lighter, sans-serif font, all enclosed within a white rectangular border.

EETech

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EETech is a provider of custom and standard SaaS products designed by engineers, for engineers. With over 100 combined years of B2B experience, our team helps make your digital strategies a reality through strategy, execution, and transformation. With products for optimized keyword and parametric search grown from empirical data and constant-feedback cycles, we provide holistic, customer-facing platforms that drive acquisition, engagement, and conversion.

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