



Show House

July 1st 2008

Solar Panellist

He might have been plugging his solar hot water system, but Kevin Brennan, head of sustainability at VELUX, talks a lot of sense. Solar water heating is apparently the most cost efficient and easiest to install of all the eco-technologies, beating off the challenges from photovoltaics and wind turbines, among others.

Housesbuilders are risk averse and the last thing they need in the current housing climate is to be selling homes with uncertain, untried and untested products," Said Brennan. This is exactly why builders feel so put upon – guinea pigs writing out large speculative cheques made out to the environmental trough and yet not even allowed to buy their basic raw material, land without lengthy and cosy permissions.