



THE GREEN HOUSING CO.
Zero Power Costs

Vernanix (Pty) Ltd

t/a The Green Housing Company

25A Aspen Road

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www.thegreenhousingcompany.co.za

Dear Eskom

You have failed this nation; yes I am sure you have heard this before. I am sure that our cries have fallen on deaf ears.

But when is enough, enough? You have blatantly disrespected the very foundations on which this beautiful country has been built on. The excessive greed within your higher ranks has left this country barren of hope for a brighter future.

You have failed the people, the very people whose hard earned money lines your pockets. You have made this country an absolute joke in the eyes of the international community. There seems to be no relief from your mismanagement of our country's power supply.

We, The Green Housing Company, are appealing to what we hope is your better human nature. We speak on behalf of all the small businesses losing money at a rapid rate because you have failed to keep the lights on. We speak on behalf of the mother that works all day and then can't make a meal for her children because you have failed her too.

Who are we? We are a Johannesburg-based building and property development company. We specialise in building highly-insulated and energy-efficient homes, at affordable prices. We work across a spectrum of markets, ranging from low-cost affordable housing, to off-grid shopping malls, as well as top-end luxury residential homes. Our expertise lies in insulation, solar power, gas and water recycling solutions. We enable people to live off the grid and even to generate excess power, which could easily be used to power surrounding properties and communities reliant on Eskom.

Still doesn't ring a bell? That's okay. Let us refresh your memory.

Many years ago we pre-empted a growing problem with Eskom's ability to provide sufficient and affordable electricity supply to South African citizens, businesses and industry. In 2012 we approached Eskom in an effort to build awareness about the vast possibilities of alternative power supply, and to explore ways in which could educate communities about alternative options.



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We reached out not with the intent of selfishly securing business and making money. Instead we sought to share our ideas, our knowledge and our ability to ease the burden for Eskom and for all South Africans now crippled by unreliable and costly electricity supply.

Sadly, our efforts have fallen on deaf ears. We have repeatedly been left feeling disappointed, ignored and rejected by Eskom's lack of interest and its unprofessional conduct. We have come to expect such poor conduct. I mean why on earth would Eskom want to engage with us anyway? It would mean that they could do some real work for the benefit of the people.

We first met with Eskom spokesman, Andrew Etzinger, in 2012. He passed us on to Eskom Marketing and Communications Manager, Latetia Venter in 2013. Despite repeated invitations for her to visit one of our sites to see first-hand market-leading energy efficient construction techniques, she never showed up, nor expressed interest in finding solutions for Eskom or for South Africa.

In turn, we were passed on to Marketing Services Manager, Rego Mavimbela in 2014. She has also never taken up our invitation to visit a sample site and she has also not followed up as promised to conduct a case study on solar/gas powered energy solutions, such as those offered by The Green Housing Company.

We have persisted for the past three years, sending emails, requesting action and providing Eskom with proof that our solutions are viable, sustainable, legally compliant and supported by the banking and building industry, including the NHBRC.

As South Africans brace themselves for hyper-inflationary price rises from Eskom and NERSA, and our economy continues to be destroyed by ongoing load-shedding, we are devastated that more has not been done by Eskom and government to promote viable, affordable and readily available power solutions.

Consumers, citizens and businesses stand to gain so many benefits from solar-powered solutions. However, as long as the single-provider of power to South Africa fails to show any interest, any sense of responsibility, ownership or accountability, we are all destined to remain victims of its inefficiency, bureaucracy and financial loss.



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We urge Eskom to take alternative power sources more seriously so that our nation can be freed from the inevitable constraints, job losses and crippled economic growth that Eskom is incurring at our expense.

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Eskom you have failed this nation, and now it is time for you to put your big girl pants on and make a move.

Yours sincerely

Brett Petzer

MD: The Green Housing Company

