

Opus Energy celebrates first year success of its UK market-first energy purchasing solution

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Agency: **Financial Dynamics**



Opus Energy is celebrating the success of its market-leading online energy purchasing system, which was launched just over 12 months ago but is already responsible for 25% of its turnover and has added over 3,000 sites through new customers.

In September 2007, Opus Energy unveiled a UK market-first when it launched Opus Evolution, its advanced online electricity purchasing product for the non Half Hourly metered markets. This pioneering solution, developed and offered exclusively by Opus Energy, is unique to the non Half Hourly metered market sector and allows the customer to fix their electricity demand directly with the wholesale market. Customers are able to manage their portfolio of sites, seeing real-time data and historic information at a time, and in a location, that is convenient to them. The product enables multi-site corporate customers to move away from fixed pricing agreements and offer them the flexibility to implement their own energy purchasing strategies.

Since its launch, Opus Evolution has proved immensely successful in attracting new business and retaining existing customers. By creating access to a market segment that was previously unavailable to the smaller supplier, Opus Energy has been able to attract a host of household brands. Early adopters include Farmfoods, Goodyear Dunlop Ltd, Thorntons Plc, Stagecoach Plc and FirstGroup Plc. These amongst others have helped to cement Opus Energy as not only a real alternative to the major incumbent suppliers, but a market-leader in its field.

Steve James, Commercial Director at Opus Energy, said: "We are delighted by the reception Opus Evolution has had over the last 12 months. The uptake has been more than 200% of the initial target and it is incredible to think that this solution is now responsible for a quarter of our business turnover.

"Without doubt, Opus Evolution helps distinguish Opus Energy as a market-leader amongst our peer group. It showcases us as an innovative and flexible independent supplier that is able to quickly meet the demands of both SME and corporate customers.

"We are in no way standing still with Opus Evolution and we are continuing to look at ways of enhancing it in order to better equip our customers against the volatile energy market."

Opus Energy is a leading independent supplier of electricity to UK businesses, based in Northampton. It has over 40,000 customers across the country, including Yell Group Plc, Stagecoach Plc, Thorntons Plc, Farmfoods and Deloitte & Touche LLP. Opus offers companies best-price electricity together with tailored customer care. Its flexible, tailor-made solutions suit businesses across the SME and larger corporate market.

Between April 2006 and March 2007, 66% of the energy supplied by Opus Energy to its customers came from cleaner, low-carbon sources – 47% from renewable generators and 19% from cleaner Combined Heat and Power (CHP) produced by

CHP generators.

Opus Energy's management team has a 50 percent stake in the business, while International Power Plc (LSE:IPR.L) holds 30 percent and Telecom Plus Plc (LSE: TEP.L) has 20 percent.

With offices in Northampton and Oxford, it employs 200 people. For further information, please see www.opusenergy.com or www.opusevolution.com

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