

Media information



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Positive Energy relaunches with new brand identity and expanded product suite

- *One of the UK's leading energy suppliers now provides businesses with even more products and services*
- *Family of products now includes telecoms, financial services, electric vehicle charging, renewables, smart tech and utilities – all from one online portal*
- *Holistic business solutions provider helps SME owners and leaders achieve commercial goals and operational sustainability*
- *Energy firm enjoyed an increase of 107% in revenue and 62.5% in meters installed last year*

Tech-first utility company and the UK's largest independent energy supplier, Positive Energy, has relaunched with a new brand identity, expanded product suite and new headquarters in London's prestigious Canary Wharf.

[The new brand, PE](#), reflects the firm's renewed position as a holistic business solutions provider and its ambitious strategy to further expand its foothold in the UK's business market - from a new office situated in a landmark hub for the most progressive global businesses.

Alongside utilities - electric, gas and water - PE's growing suite of products now includes telecoms, financial services, electric vehicle charging, renewables and smart tech. When used collectively, they will help customers to save time, reduce costs, increase profits, and become more environmentally sustainable; all from one easy to use, cutting-edge online portal.

Steve Daniels, Chief Sales Officer and Co-Founder of PE, said: "We work very hard to understand our customers and the challenges they each face in today's fast-paced and ever-changing world. In

response, we're delighted to introduce our new brand and our extended product and service offering to the market – all from our new headquarters in London.

“Reflecting our dedication to innovation, our renewed PE brand now offers a wider portfolio of technology and customer centric solutions to the nation's businesses, enabling them to reap the many commercial and operational benefits from partnering with one holistic supplier.”

The relaunch follows PE's significant growth over the past 12 months, with revenue increases of 127% year-on-year in 2022/23. During this period, the firm also installed 62.5% more business meters, supplied 44.7% more gas and power combined more than doubled the number of brokers it works with and increased its headcount to more than 500 employees globally.

2023 was also the year that PE acquired First Business Water, made several significant senior level appointments, and opened a new office in Mumbai, India's financial capital, to accommodate its skilled and experienced customer relationship team.

Since its inception in 2016, PE has become synonymous with delivering innovative and reliable energy solutions to UK businesses – including multi-site retail outlets, hospitality venues, educational establishments, public sector buildings and warehouses.

Steve concluded: “We are committed to evolving our solutions in line with changing business needs, helping to ensure our customers have the tools and resources they require to succeed in 2024 and beyond. With our new strapline “anything is possible” we're looking forward to supporting the UK's business community to realise their ambitions.”

For further information visit <https://pe.solutions/>.

Photo caption:

Tech-first utility company and the UK's largest independent energy supplier, Pozitive Energy, has relaunched as PE, with a new brand identity and expanded product suite – including electric vehicle charging.

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Notes to Editors

About PE

Headquartered in Canary Wharf and with operations across three continents, PE is a sustainable utility provider, as well as telecoms, financial services, electric vehicles charging, renewables and smart tech company in one.

With a unique business model, it helps hundreds of thousands of UK businesses manage all of these products, and even carbon offsetting, from one single login - whilst driving profitability and sustainability.

PE's sophisticated, in-house monitoring software and cutting-edge online portal means that they can offer bespoke, low-cost tariffs based exclusively on customers' individual needs; whilst providing complete transparency and real-time data to enable businesses to make informed decisions about their entire utility portfolio requirements.

Comprehensive, competitive, clever, and clean, PE offers time, cost and planet saving all in one place. A holistic solution to help businesses save time, reduce costs, increase profits, and become more environmentally sustainable.

PE helps provide clean energy and carbon offsetting to enable more climate positive businesses whilst simultaneously driving forward the UK's net zero goal.

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