

MEDIA RELEASE

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Bunnings making home electrification easy for Aussies

Bunnings is making it easier for Australians to electrify their homes, with a new solar energy and battery offering.

‘Zelora - backed by Bunnings and powered by Intellihub’ is an innovative offer which allows customers to buy and install solar energy and battery packages for their homes managed through an all-inclusive, simple subscription, without big upfront costs.

Research from the Climate Council (2024) shows upfront costs remain the biggest hurdle for Australians looking to install home solar and battery systems, and this partnership between Bunnings and leading digital energy management specialist Intellihub, introduces a new way for customers to access home electrification without the initial outlay.

Zelora is available as part of a trial across Newcastle and greater Sydney in New South Wales.

The subscription will streamline how customers can access and pay for a range of battery and solar systems, alleviating big upfront costs and enabling savings on electricity bills.

Bunnings’ Chief Operating Officer, Ryan Baker, said as more Australians look to transition to renewable energy, the business is bringing home solutions to help customers take practical steps on their home electrification journey.

“Our new Zelora offer, developed in partnership with Intellihub, gives customers access to a broader range of battery and solar packages – including larger rooftop systems and home batteries – all available through a simple subscription model and supported by an app.

“Many customers find home electrification complex and may not be aware of the benefits it can offer. Zelora has been developed to simplify the home battery and solar opportunity for customers in a cost-effective way.”

Intellihub Executive General Manager Australia, Alastair McKeown, said we are focused on simplifying the energy transition through smart devices and services.

“The Zelora partnership with Bunnings will remove the complexity and big upfront cost that often comes with solar and battery systems to make it easier for households to reduce their electricity bills,” McKeown said.

The launch of Zelora builds on Bunnings recently launched electric vehicle (EV) charging range available instore and online. The business is also trialling EV charging stations at selected store carpark in Victoria, New South Wales, Western Australia and New Zealand.

Newcastle and metropolitan Sydney customers can visit the Zelora website at www.zelora.com.au to learn more about the offer.

ENDS

Bunnings builds on its renewables and solar energy commitment

The Zelora offer builds on Bunnings recently launched EV charging range to support customers to charge vehicles at home. As part of a trial, customers can also access EV charging stations at selected sites in Victoria,

New South Wales, Western Australia and New Zealand.

Bunnings has introduced instore sustainability initiatives to support community members who are looking to be more environmentally conscious, including a battery recycling program at all stores.

Earlier this year, Bunnings announced it has achieved its 100 per cent renewable electricity target milestone across its Australian and New Zealand store network, as part of its commitment to achieve net zero Scope 1 and 2 emissions by 2030.

About Intellihub

The Intellihub Group is a leading Australian and New Zealand energy business that delivers innovative metering, data and behind the meter technology platforms and solutions that maximise digital and new energy services.

Intellihub was established in 2018 and with 2.8 million smart meters, with approx. 40,000 added each month, they are ANZ's fastest growing energy infrastructure company. Their purpose is to simplify the energy transition through a holistic ecosystem of smart devices and services enabling a digitised and sustainable energy future.