



# Gebruikte Panelen

SolarisKit

# INFOBOOK FRANCHISE 2026

[www.solareskit.es](http://www.solareskit.es)

franchise 2026

# TOC

## 4

PREFACE

**Sometimes entrepreneurship does not begin with a plan, but with a discovery**

## 12

VISION, MISSION & CORE VALUES

**We do not work with empty promises, but with structured processes**

## 18

LOCATION CRITERIA

**A succesful rollout begins with the right location selection**

## 22

FINANCIAL DETAILS

**A commercial mindset, reliability, and a strong focus on quality.**

## 30

TRANSPORT DETAILS

**Transportation structured around a single clear principle**

## 6

HISTORY

**From Discovery to Conviction**

## 14

DNA FRANCHISEE

**Together with us, you want to build a scalable and reliable concept**

## 20

MAP

**Scalable locations  
Clearly organized by region**

## 28

PRODUCT INTRODUCTION

**How Used Solar Panels Work Simple and Fast**



# SOMETIMES ENTREPRENEURSHIP DOES NOT BEGIN WITH A PLAN

**Niek van Haandel**

Owner GebruiktePanelen B.V.

**After cleaning and testing, the opposite proved to be true. The energy output was surprisingly good, and performance was stable. In fact, they operated almost as if they were brand new.**

During my studies, I was already involved in entrepreneurship, but solar panels were not yet on my radar. That changed when my father took over an installation from a farmer who was shutting down his business. The panels were over thirteen years old. In my mind, they were technically written off. I assumed they had already seen their best days.

But after cleaning and testing them, the opposite turned out to be true. The energy output was surprisingly good. The performance was stable. In fact, they functioned almost as if they were new.

That moment made me think.

How is it possible that technically well-functioning solar panels are being replaced on a large scale? Why do we unquestioningly accept that “new” is better, when “good” often remains valuable for many more years? How much return, raw material and energy is lost simply because we write things off too quickly?

What began as curiosity grew into conviction. And that conviction became a company.

I purchased the remaining batch and started selling the panels. Initially on a small scale, alongside my studies. But the demand turned out to be greater than expected. More individuals and companies were open to a smart, affordable and sustainable solution. That is how GebruiktePanelen came into existence.

Today, we are building an organization with a clear mission: to make reused solar panels practical, reliable and scalable. Not as an alternative to new, but as a fully-fledged and profitable product. We believe that the energy transition is not only about producing more, but above all about using what already exists in a smarter way.

In this information booklet, we take you through our story, our way of working and our ambitions. You will read how we safeguard quality, how our processes are structured and how, together with franchise partners, we are building a strong position in Spain.

We believe in clarity. In structured processes. In entrepreneurs who take responsibility. And in long-term collaboration.

Welcome to GebruiktePanelen. Together, we are building a second life for solar panels.

**Niek van Haandel**

Oprichter GebruiktePanelen

# HISTORY

## From Discovery to Conviction

GebruiktePanelen did not begin as a grand plan, but as a discovery.

When the father of founder Niek van Haandel took over a solar installation from a farmer who was closing his business, something remarkable became clear: the panels, more than thirteen years old, were still performing surprisingly well. After cleaning and testing, they delivered stable energy output and functioned almost as if they were new.

What was intended as a practical acquisition became the starting point of a fundamental question:

## Why are technically well-functioning solar panels being replaced on a large scale?

That question laid the foundation for what would later become GebruiktePanelen.

## Phase 1: Experiment & Validation

What started as a small-scale experiment alongside Niek's studies quickly developed into something more. The first panels were sold independently via Marktplaats. Demand proved to be greater than expected.

Customers were willing to choose reused panels if quality and reliability were guaranteed.

### During this phase, everything revolved around:

- Sourcing panels independently
- Manual inspection
- Cleaning
- Testing
- Direct customer contact

His parents' warehouse was converted into the first storage and workspace. It was here that the foundation was laid for a clear standard: every panel had to prove that "used" does not mean "inferior."

## Phase 2: Professionalization & Process

With growth came structure.

Manual cleaning was time-consuming and did not always deliver consistent quality. Therefore, an in-house solar panel washing system was developed. This largely automated the cleaning process.

### Result:

- More consistent quality
- Increased processing capacity
- More efficient operations
- Better control over output

The next strategic step followed: establishing a dismantling division.

### By dismantling installations ourselves:

- We gained control over origin and sourcing
- We strengthened quality control
- We reduced dependency on third parties
- We improved margin management

GebruiktePanelen evolved from a trading company into a process-driven organization.



Manual cleaning was time-consuming and did not always deliver consistent quality. To address this, a dedicated solar panel washing system was developed, automating much of the cleaning process.

## Phase 3: Internal Growth

Parallel to operational growth, an important internal development took place. What began as a one-man initiative grew into a young, driven team with clearly defined responsibilities. Tasks were structurally divided across sales, logistics, procurement, partnerships and external installation coordination.

### Focus areas included:

- Task allocation and ownership
- Professionalization of customer communication
- Documentation and standardization of processes
- Structured inventory management and oversight
- Implementation of internal systems and workflows

The organization transitioned from “doing everything ourselves” to working with specialization within the team. This is where the foundation for scalability was established not just increased volume, but increased stability. This phase was crucial: without internal structure, controlled external growth would not have been possible.

## Phase 4: Growth & Structure

### Growth brought new challenges:

- The need for increased storage capacity
- More professional administrative systems
- Logistical optimization
- Inventory structuring by set type

The company relocated to a larger facility with expanded storage and office capacity. At this location, processes were further documented and standardized.

### This relocation introduced a clear operational structure:

- Expanded office space
- A more professional appearance
- Faster order fulfillment
- Processed and cleaned inventory ready for delivery

GebruiktePanelen evolved not only into a supplier, but into a structured circular supply chain partner.

## Fase 5 - International ambition

**With a strong foundation established in the Netherlands, the next step became a logical progression. Southern Europe and Spain in particular offers:**

- More annual sunshine hours
- Growing demand for affordable solar energy
- Increasing need for circular solutions

The ambition emerged to roll out the proven Dutch model in Spain in a controlled manner not as an experiment, but as a strategic expansion.

Together with franchise partners, we are building regional hubs based on the same quality standards, processes and logistical structure as in the Netherlands.

What started as a one-person initiative grew into **GebruiktePanelen: a young, driven team with clearly defined roles and responsibilities.**

History

# BOUWEN AAN REGIONALE HUBS

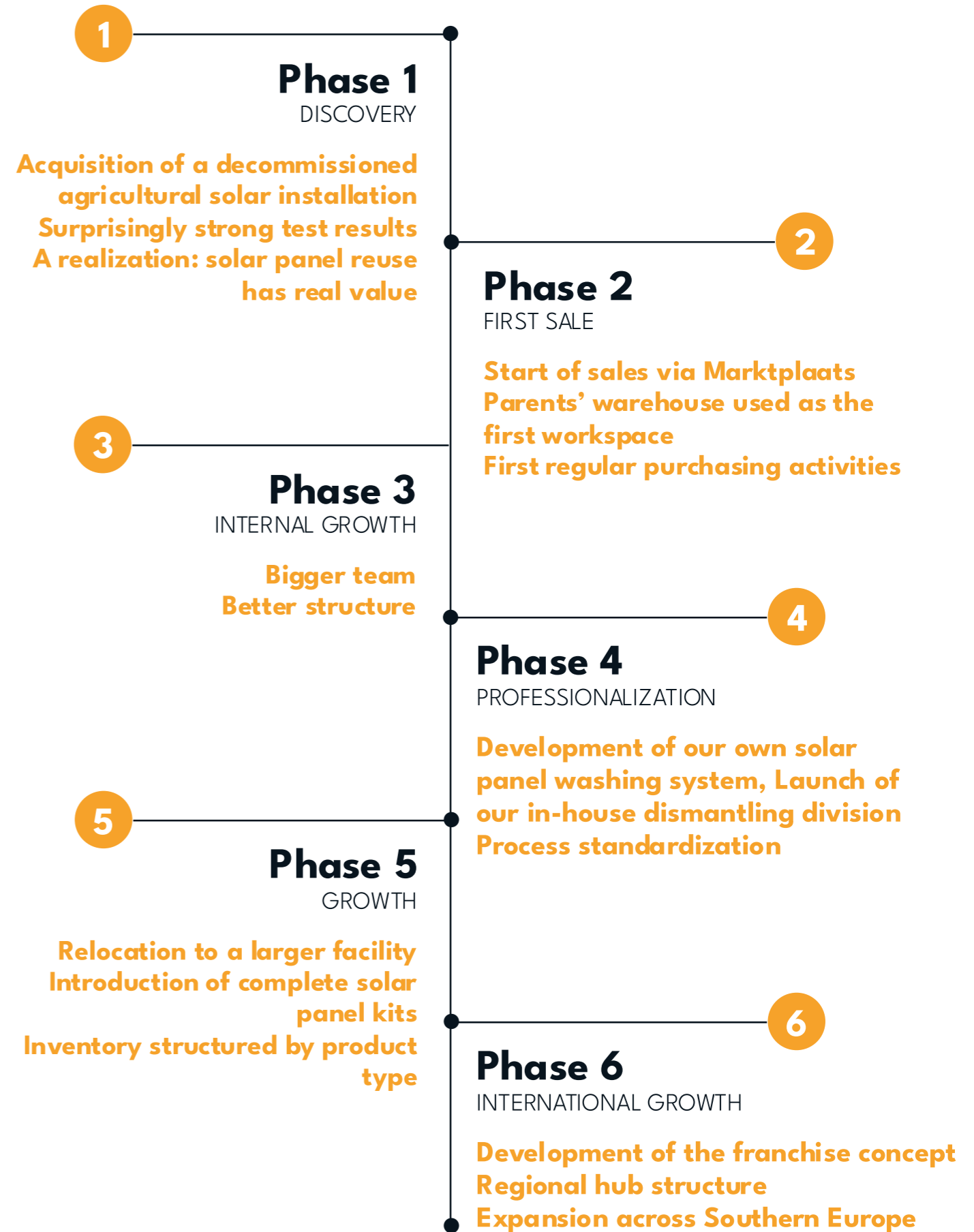
Following the same quality standards, processes, and logistics structure as in the Netherlands.

That is our international ambition.



# FROM DISCOVERY TO INTERNATIONAL GROWTH

Step by step, in a clear timeline





# VISION, MISSION & CORE VALUES

## Our mission

GebruiktePanelen makes reused solar panels practical, reliable and scalable. We help private individuals, companies, real estate managers and installers realize profitable solar installations without wasting perfectly good materials.

We do not work with empty promises, but with structured processes, clear agreements and verifiable quality. What we promise, we deliver.

## Our vision

We aim to grow into a stable and reliable European player in circular solar energy. Our ambition is clear: normalize reuse, standardize processes, make quality predictable and scale operations without compromise.

From a strong Dutch foundation, we are expanding into Spain and other Southern European markets always according to the same quality standards.

# OUR CORE VALUES

## Reliability

A deal is a deal.

## Entrepreneurship

Building with ambition.

## Sustainability

Reuse is at the core of our business.

## Collaboration

Working together to make it succeed.

## Transparency

No surprises afterward.

## Solution Oriented

Workable and efficient.

## Quality

Control and consistency.





# DNA FRANCHISEE

## WHAT FITS WITH US

As a franchisee, you are the face of SolaresKit in your region in Spain. Together with us, you want to build a scalable and reliable concept for reused solar panels, and you understand better than anyone how to combine sustainability, quality and profitability.

You establish a strong local position for SolaresKit and ensure that customers, installers and partners have confidence in both the concept and in you as an entrepreneur.

### In addition, it is important that you:

- Operate independently, while working within a proven formula
- Actively build relationships with installers, companies and property owners
- Live in the direct vicinity of the hub (preferably within approximately 30 minutes travel time)
- Maintain control over quality, planning and customer value
- Safeguard and represent the SolaresKit concept
- Are visible, approachable and involved in daily product deliveries

## WHAT WE ARE LOOKING FOR

We are looking for franchisees who fit the DNA of GebruiktePanelen and understand the Spanish market.

### You:

- Are entrepreneurial, driven and results-oriented
- Are a strong communicator and build trust easily
- Have basic knowledge of solar energy, technology and sustainability
- Think in solutions and switch quickly between customer, installer and organization
- Have an eye for quality, safety and precise execution
- Dare to take responsibility and make decisions
- Feel comfortable in a hands-on environment and understand that success in Spain is built on personal contact and reliability

## Experience & background

**Experience is important, but mindset is decisive.**

### Preferred:

- Experience in sales
- Experience with customer interaction or product delivery
- Basic knowledge of solar panels or willingness to learn quickly

### A plus:

- Entrepreneurial experience or a managerial role
- An existing local network
- Fluent in English and basic Spanish, with the willingness to further develop this

## Requirements

**To successfully start as a franchisee of GebruiktePanelen in Spain, we require:**

- Full commitment and active involvement in the business
- Willingness to advise local customers and deliver products
- Financial stability: sufficient own capital or financing options
- Willingness to work according to fixed processes, pricing structures and quality standards
- An entrepreneurial mindset focused on long-term growth
- The ability to operate within a transparent business model centered on scalability, collaboration and continuity

## DO YOU RECOGNIZE YOURSELF?

**If so, we would be pleased to invite you for an introductory meeting**

Together, we will further explore:

- The GebruiktePanelen concept in Spain
- The collaboration with the Netherlands
- The investment and financial framework
- The revenue model and growth opportunities

Together, we will build a strong, circular solar energy market in Spain.

# A successful rollout of GebruiktePanelen in Spain starts with the right location.

## Solar panel yield in Spain

Up to almost twice the yield compared to the Netherlands.



# LOCATION CRITERIA

A successful rollout of GebruiktePanelen in Spain begins with selecting the right location. Together with the local partner, the location forms the foundation for efficient logistics, scalability and healthy business operations. SolaresKit focuses on functional locations that support storage, distribution for smooth order processing and collaboration with installers. Potential locations are assessed within the chosen start region and evaluated according to the criteria below.

## Location feasibility study

Prior to establishing any new branch, a targeted location feasibility study is conducted. The following factors are analyzed:

### Geographical Data

- Proximity to highways and main transport routes
- Accessibility for freight traffic
- Availability of suitable roofs in the region (for solar panel installations)

### Economics and Market Data

- Presence of installers, companies and property owners
- Construction and renovation activity in the region
- Potential for medium to large-scale solar installations (6–50 panels)
- Solar panel regulations

### Competitive Analysis

- Presence of other solar panel distributors
- Competitors' pricing levels and market positioning

This analysis is carried out jointly by GebruiktePanelen Netherlands and the Spanish partner to ensure a well-considered and strategic location decision.

### Premises

SolaresKit preferably establishes its branches in business parks or logistics zones. The focus is not on high-visibility retail locations, but on efficiency, accessibility and scalability. Suitable locations include:

- Business parks with good accessibility
- Logistics hubs near highways
- Storage and distribution facilities with expansion possibilities
- Facilities with loading and unloading capacity for freight traffic
- Approximately 150–250 m<sup>2</sup> of space for sufficient storage and office workstations
- The premises and warehouse must have a flat, even floor



Manual cleaning took a lot of time and did not always deliver consistent quality. That is why we developed our own solar panel washing system, largely automating the cleaning process.

## Dont's

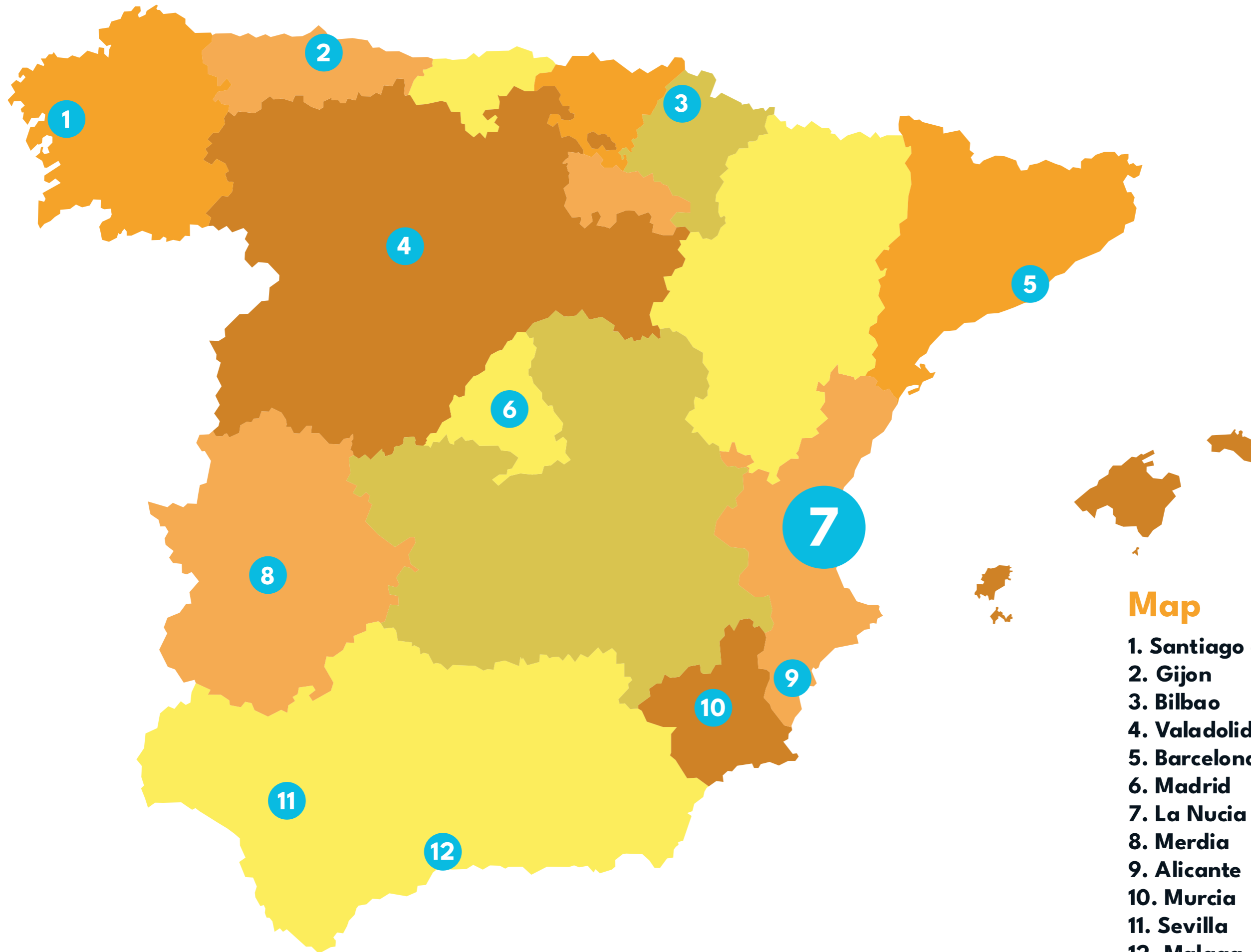
- Shopping centers
- City and town centers
- Streets with limited access for freight traffic

**Please note!** avoid locations that are difficult to access, such as busy city centers and retail areas. Preferably, the premises should be located on the outskirts of urban areas or within logistical corridors near highways, offering sufficient space for unobstructed freight traffic.

## Locatiecriteria

- Good accessibility for trucks and pallet transport
- Suitable for storing complete solar panel sets
- Pallets must be stored safely indoors
- Ability to load and unload using an electric pallet truck or forklift
- Efficient internal and external logistics (flat floors)
- Rental and location costs aligned with a distribution model that supports healthy business operations
- Parking spaces for employee and company vehicles
- Preferably within approximately 30 minutes travel time from the franchisee's residence

By applying these focused criteria, GebruiktePanelen ensures an efficient and future-proof Spanish branch. The location supports lean operations, fast delivery and further scalability within Spain.



## Map

1. Santiago de Compostella
2. Gijon
3. Bilbao
4. Valladolid
5. Barcelona
6. Madrid
7. La Nucia (HQ)
8. Merdia
9. Alicante
10. Murcia
11. Sevilla
12. Malaga

# FINANCIAL DETAILS

## Role & Responsibilities of the Partner/ Franchisee

As a franchisee, you are the face and primary point of contact for your SolaresKit location in Spain. You are responsible for the daily management of the branch and ensure that all processes from sales to final delivery run smoothly and professionally.

In addition to operational activities, you are responsible for various back-office tasks, such as maintaining and timely replenishing inventory, managing general administration and coordinating after-sales activities.

## Operational Responsibilities

- Customer contact and active follow-up of leads
- Coordination and management of outgoing goods
- Guiding both the customer journey and the product journey
- Primary point of contact for after-sales within Spain

## Backoffice & Organization

- Administrative processing of orders
- Planning and coordination with GebruiktePanelen Netherlands
- Monitoring administration and operational progress
- Identifying and implementing optimizations in processes and logistics

A commercial mindset, reliability and a strong focus on quality are essential to successfully and sustainably position the concept in the Spanish market.

## Total investment

The total investment for entrepreneurs within the Spain project depends on the chosen scale, region and cooperation structure. However, certain components are fixed, such as the mandatory minimum inventory (per set type minimum inventory).

### Indicative Investment Range

- The total initial investment is estimated to be between €125,000 and €150,000, depending on region, scale and marketing intensity.

This investment range includes, among other things, the minimum set costs, tool expenses, office furnishings (desks, chairs, etc.) and warehouse equipment (electric stacker and forklift).

## The investment consists of:

- Pre-financing of the initial inventory (complete solar panel kits)
- Additional mounting structures and service materials
- Local marketing activities and the development of a Spanish-language website
- Tools, office furnishings, and warehouse equipment (such as a pallet truck)

## The total investment required will depend on several factors, including:

- The regional logistical setup (hub model)
- The marketing intensity during the start-up phase

This investment consists of the following elements (all amounts listed below excluding VAT):

### 1. Franchise Entry Fee (€15,000) consisting of:

A one-time fee for joining the proven franchise formula. This includes access to the franchise web shop, through which passive online orders within your exclusive franchise region are automatically assigned to you as the franchisee.

### 2. Start-up Costs (€35,000) consisting of:

- Local marketing and brand visibility
- Office and warehouse setup
- Tools and logistical equipment (forklift and electric stacker)
- A representative service van/ light commercial vehicle (minimum year of manufacture 2011 and Euro 5/6 compliant), suitable for deliveries and customer visits

### 3. Handels voorraad (ongeveer €40.000) bestaande uit:

- Commercial stock of complete solar panel sets
- Minimum stock per set type (multiple types, multiple sets)
- Additional mounting structures and service materials

A sufficiently broad inventory is essential to ensure fast delivery and avoid missing commercial opportunities.

### 4. Sufficient Working Capital for the Franchisee (€20,000–€30,000) required for:

- Bridging the first months of operation
- Covering fixed expenses (rent, transport, marketing, administration)
- A financial buffer for growth phases and seasonal fluctuations
- (Security deposit)

### 5. VAT Pre-financing (€10,000–€15,000)

- Pre-financing of VAT on inventory, investments and initial operational costs
- This amount will be reclaimed at a later stage, but requires sufficient liquidity at the time of purchase

## Financial model & fees:

### Clear. Transparent. Focused on profitability.

Within the Spanish franchise concept of SolaresKit, we operate with a structured and proven financial model. No complex constructions, no hidden costs but a strong foundation for controlled and profitable entrepreneurship.

### What do you receive?

As a Spanish franchise partner, you benefit from purchasing advantage on complete solar panel sets fully standardized, ready-to-ship sets without order picking

- You work with fixed pricing structures, ensuring full clarity and enabling straightforward scalability
- Passive income via the central web shop: all online inquiries and orders within your exclusive franchise territory are automatically assigned to you, without acquisition or marketing costs. This allows you to generate structural revenue independent of active sales efforts.

Through fixed pricing structures, repeatable set types and logistical economies of scale, the model is designed for high inventory turnover and predictable margins. The focus is on volume and process control rather than one-off peak deals.



# INTRODUCTION PROGRAM

## What do you receive?

- Intensive commercial and sales training
- Logistics and operational training based on the successful Dutch model
- Extensive product training focused on reused solar panels and complete sets
- Market training: how to successfully sell this concept in Spain
- Access to the central franchise purchasing portal
- Use of all central marketing channels, materials and campaigns

## Financing Options

The investment has been deliberately kept accessible and can be structured flexibly:

- Own capital (most chosen and recommended starting point)
- Loan through your personal network
- Bank financing, supported by a realistic and well-substantiated business plan

We actively support you in determining the most suitable financing structure for your specific situation.

# SUMMARY

## This financial model offers

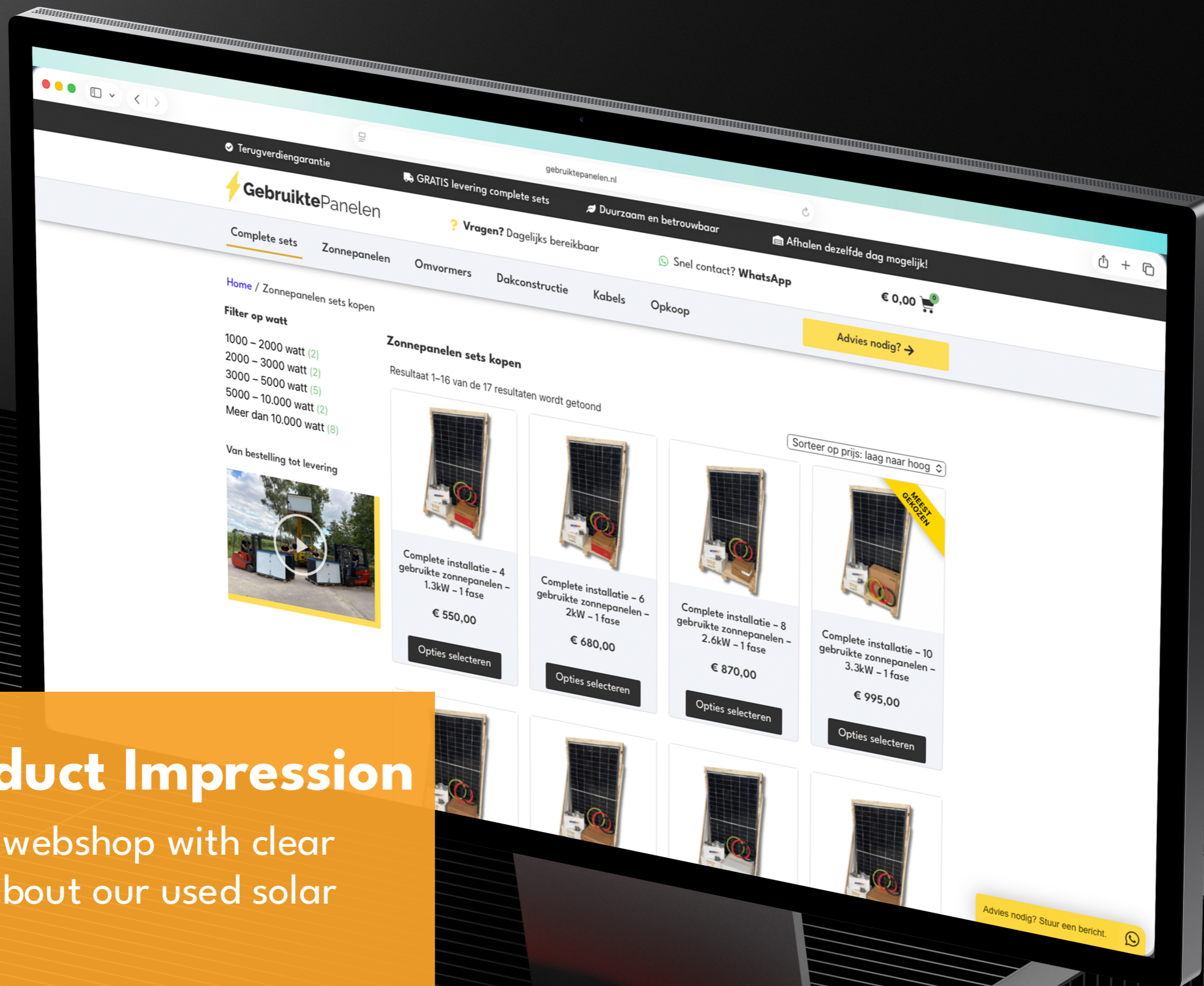
- A low entry threshold with a clear cost structure
- A proven concept with support from GebruiktePanelen Netherlands
- Full transparency and fixed structures
- The opportunity to grow step by step and in a scalable manner within the Spanish market

You operate independently within a clear framework, with continuous support from GebruiktePanelen Netherlands.

## The Next Steps

From initial interest to your own branch in Spain guided step by step:

1. Complete the information form via our website
2. Introductory and intake call by phone
3. Personal meetings with the franchise manager and owner
4. Preparation of a business plan and, if applicable, financing application
5. Signing of the franchise agreement
6. On-the-job training at GebruiktePanelen Netherlands
7. Opening of your branch in Spain
8. Sales of your first set to your first customer



# First Product Impression

User-friendly webshop with clear information about our used solar panel kits.



# TRANSPORT: CHOOSING CERTAINTY AND FLEXIBILITY

Transport details

## GebruiktePanelen arranges the transport of shipments from the Netherlands to the franchisee's address.

GebruiktePanelen arranges transport of shipments from the Netherlands to the address of the franchisee.

Within this franchise concept, transport is an essential part of the operation. Solar panels require careful handling: high pallets, fragile cargo and customers who expect clear delivery agreements.

This chapter relates exclusively to local transport within Spain. Therefore, transport is structured around one clear principle:

Own transport is always the first choice. External transport is used when own transport is not possible or not efficient.

### Own Transport as the Standard

A representative transport van is included in the franchise entry and start-up fee. This vehicle serves as the primary method of delivery within your region and is used for:

- Local deliveries
- Urgent and service deliveries
- Follow-up deliveries
- Personal contact with customers and installers

Own transport provides you with maximum control, flexibility and visibility. In most situations, this is the fastest, most direct and most efficient way of delivering.

### External Transport When Own Transport Is Not Sufficient

There are situations in which own transport is not possible or not advisable, for example in cases of:

- Longer distances
- Multiple pallets exceeding van capacity
- Time pressure
- Peak workload or scaling operations

For interregional and large-scale transport, GebruiktePanelen preferably works with one or several fixed national transport partners capable of serving all of Spain. This ensures economies of scale, fixed rates and reliable delivery agreements. This approach is intentional and complementary, not the default option.

# Interregional and Large-Scale Transport

For interregional and large-scale transport, GebruiktePanelen preferably works with one or several fixed national transport partners capable of serving all of Spain. This ensures economies of scale, fixed rates and reliable delivery agreements. This approach is intentional and complementary, not the default option.

Together with GebruiktePanelen Netherlands, you will select the most suitable transport provider per region and situation, ensuring the right balance between cost, reliability and delivery performance.

What you can deliver efficiently and responsibly yourself, you handle internally. What can be done better, safer or more scalable externally, we outsource.

## Why this approach works:

- Maximum control over costs
- Clear responsibilities
- Flexibility during growth and peak periods
- Scalability without losing control

## Responsibility

The franchisee is responsible for delivery to the customer. GebruiktePanelen Netherlands provides support through guidelines, preferred transport partners and practical experience.

Together, we build a logistics model that grows with your business from the first delivery to a scalable operation.

Select the most suitable carrier for each region and situation, ensuring the right balance between cost, reliability, and delivery commitments.



# Contact Information

## Niek van Haandel

### Owner

T: 085 51303644

E: [niek@gebruiktepanelen.nl](mailto:niek@gebruiktepanelen.nl)

## General

### Franchise

T: 085 1303644

E: [franchise@gebruiktepanelen.nl](mailto:franchise@gebruiktepanelen.nl)

### Head Office & Warehouse

Hoogstraat 16, 5406 TH Uden, The Netherlands

### Website

[www.gebruiktepanelen.nl](http://www.gebruiktepanelen.nl)

[www.solareskit.es](http://www.solareskit.es)





This document has been carefully prepared and is specifically intended for the GebruiktePanelen franchise concept. Its contents have been compiled with the utmost care to provide clarity and guidance for franchisees and associated team members. The information and guidelines contained in this document are aligned with our mission, vision, and core values. Should any information be unclear, incomplete, or require further explanation, please contact one of the designated contacts listed in this information guide. We are committed to supporting our franchise partners and ensuring that all parties have the information they need to operate successfully within the GebruiktePanelen franchise network.