



# Maseru clean electricity

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Around 2.6 billion people in the world do not have access to modern, clean energy. This restricts them to using open fire cookstoves which emit high levels of smoke, exposing users to Household Air Pollution (HAP). Without access to electricity, these households must resort to buying paraffin and candles for lighting, as well as extra phone charging costs.

Over 4 million people in the developing world die every year from illnesses attributable to HAP. Most of these are women. Diseases related to HAP kill more people every year than AIDS, Malaria and Tuberculosis combined.

By giving consumers in the developing world access to electricity, solar home energy systems succeed in cutting their high expenditures on paraffin, batteries and phone charging. However, they lack the capacity to support thermal energy generation. So they do not carry the health, gender and environmental benefits of a cookstove.

Improved cookstoves are widely recognised as mitigating the health, gender and environmental risks associated with rudimentary energy access. They also significantly reduce fuel need. However, there has been a push within the clean cooking sector for more affordable solutions to this energy challenge, with the result that the majority of clean cookstoves in distribution tend to be cheaply produced and lack future-proof design. They lack the ventilation to produce a clean or powerful enough burn to disrupt negative cooking habits.

The ACE One is an integral energy solution to this challenge. With the ACE One, ACE uniquely combines future-proof hardware with smart digital infrastructure and responsive physical infrastructure to give isolated, off-the-grid consumers access to clean thermal and electric energy at an affordable cost.

The ACE One's solar-powered battery generates electricity, giving users who ordinarily don't have electricity access the facility to charge their phones or plug in the LED lamp attachment.

The ACE One is sold on a 12-15 month micro-loan. Customers use the energy savings achieved with the product to pay back the investment. This gives people living on \$2 a day access to a \$120+ product.

The ACE One can burn any type of solid biomass fuel (crop residue, animal waste, or small sticks). This displaces the need for energy-dense harvested wood or charcoal. It also burns fuel more efficiently than traditional open fire stoves and thus uses 50-85% less fuel.

The ACE One has the cleanest multi-fuel cooking functionality in the world. It minimises smoke emissions to a negligible level to mitigate the negative health effects of Household Air Pollution.



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The new ACE One can be remotely switched on/off. This means customers can now make flexible, incremental repayments to activate the system's functions for an equivalent period of time, until the full amount of the investment is paid off. Our data shows that energy cost savings are so significant (83%), they can be used to cover the value of the monthly installment, making the ACE One available to any household, regardless of income.

Once customers connect their smartphones to the ACE One, it communicates back to our database with activity data from that unit. This allows us to better quantify the impact of the ACE One, and creates unprecedented transparency into the energy consumption habits of off-grid households, on whom little data is currently available. It is important to note that we maintain the highest levels of security and privacy in our system to protect user data.

The ACE Connect app makes it possible to gain a direct channel of communication with customers. We can get notified about product malfunctions in real-time, even before customers get in touch with our representatives. This allows us to extend timely, high-quality maintenance services and maintain close communication with customers all throughout the process. We can also update our customers about new products and services that fit their energy needs.

Contact us for free full report

Web: <https://sumthingtasty.co.za/contact-us/>

Email: [energystorage2000@gmail.com](mailto:energystorage2000@gmail.com)

WhatsApp: 8613816583346

