



Bor, 2nd of October 2012.

Press release

Mt:s and Strawberry energy presented new solar charger in Bor

„Strawberry Tree“ planted in Bor

Successful cooperation between Strawberry energy and mt:s companies have been continued in Bor, Serbia, where citizens from now on have a possibility to charge batteries of their mobile phones and other portable devices by using the energy of the Sun, thanks to solar charger for mobile devices Strawberry Tree which is set up in the city. Near the new solar charger Strawberry Tree, three real pine trees have been symbolically planted.

Apart from charging batteries of portable devices, five meters tall, solar charger Strawberry Tree enables also free internet surfing via modern mt:s network, which is available within 20m around the charger.

„By installing fourth Strawberry Tree, Telekom Serbia Company, in cooperation with Strawberry energy team, continues with company's strategic orientation of supporting youth entrepreneurship. Apart from that, an important dimension of this project is investment in the area of environmental protection and renewable energy sources. Strawberry Tree will enable citizens of Bor to charge batteries of their portable devices for free, with the energy of Sun, and when they are far from homes with empty mobile phone batteries“, said Aleksandar Branković, Coordinator of Technics IJ Zaječar/Bor in Telekom Serbia Company.

Strawberry Tree is innovative and many times awarded solution in the world, whose creators are young people from Strawberry energy company.

„Bor and Strawberry Tree have a great similarity. Bor proudly carries the name of an evergreen tree, while Strawberry Tree carries the symbolism of ecology and green technologies. Thanks to cooperation with Telekom Serbia Company, Bor gained today a new tree, our „Strawberry Tree“-public solar charger for mobile phones and other portable devices. Apart from this Tree, Bor will become enriched with three new pine seedlings we are about to plant today and which will carry the symbolism of the beginning of a new story in the lives of the citizens of Bor“, said Miloš Milisavljević, founder and Director of Strawberry energy Company

Municipality of Bor became today enriched with four new trees. Apart from Strawberry Tree which will represent an unique ornament of the Municipality of Bor, three real pine trees were planted.



„I would like to thank Telekom Serbia for choosing the Bor for installing solar charger, and this way in the time of computerization and wireless signal transmission, enabled using mobile phones in situations when users in the street remain without power supply. At this place, all those who are in need, will use clean energy to power their mobile phones. Renewable energy sources are the future of mankind and this is the first step towards a broader use of this form of energy in the municipality of Bor. Bor is specific city, the city of copper, and soon will be also the city of tourism, because apart from 109 years of mining, there are also natural tourism potentials, as well as restored accommodation facilities. This solar charger will be useful to both the citizens of Bor and those who come to visit the Bor”, said Nihad Muslimoski, member of Municipal Council of Bor.

Telekom Serbia and Strawberry energy have set up the first common Strawberry Tree in Belgrade last year in October, and recently in Kikinda and Vranje. Also, at this year ATP tournament Serbia Open a portable model of solar charger was presented.

For all additional information, you can contact us via e-mail m@senergy.rs or contact Kristina Nikolić on the following number: 060/5246322.