



## Seluxit enters into a partnership with NewRoniX

22.8.2023 11:41:29 CEST | Seluxit | Investor News

Seluxit and NewRoniX enter into a partnership that will bring new innovative energy efficiency solutions to agriculture and new markets

Seluxit has developed an intelligent and active energy management system that can automate customers' energy-consuming installations in a new, smart and innovative way. With integrations for heat pumps, solar cells, and lighting as well as energy prices, the weather and calendar, customers can set up the system to save additional energy and move energy consumption to when it is cheapest.

Agriculture, in particular, represents significant energy consumption and, thus, reduction potential. It has therefore been important for Seluxit to find a strategic partner with industry knowledge and existing quality solutions in the market. NewRoniX offers energy-saving lighting controls and will, in the future, also be able to offer customers energy control through the partnership. Seluxit and NewRoniX have mutually high expectations for the partnership, which will be launched in August 2023.

COO Mads Westergaard Pedersen:

"At Seluxit, we have worked hard over the past year to develop and refine our energy management system, where we now have a solution that can make a noticeable difference for many customers. It has therefore been incredibly important to find a competent partner who can bring solutions to the market and handle the entire value chain with the customer. We have now found that in NewRoniX, where our constellation must ensure efficient implementation and operation as well as a good customer experience".

CEO Per Hartmann Christensen:

"We are happy and proud to enter into this partnership with Seluxit, who for several years have delivered their solutions in the market with a high quality and stability, which is absolutely crucial for our customers' experience. In recent years, NewRoniX has sold our energy-saving lighting controls for agriculture with great success, and with the new partnership with Seluxit, we want to expand our product range for agriculture with new attractive products for energy management and reduction of CO2. The new partnership and the new energy management products will strengthen the growth that NewRoniX is currently undergoing, to the benefit of our many customers and both partners."

---

### **Investor News no. 5-2023**

For further information, please contact CEO, Daniel Lux.

You can subscribe to our investor newsletter at <https://www.seluxit.com/investors> and get investor news directly in your mailbox. You can also follow news from Seluxit on

- Homepage: <https://www.seluxit.com/blog>
- LinkedIn: <https://www.linkedin.com/company/seluxit>
- Facebook: <https://www.facebook.com/seluxit>
- NewRoniX: <https://newronix.com/>

### **Contacts**

- Daniel Lux, CEO, Seluxit, +45 46 922 722, [info@seluxit.com](mailto:info@seluxit.com)
- John Norden, Certified Advisor, Norden CEF, +45 20 720 200, [jn@nordencef.dk](mailto:jn@nordencef.dk)

### **About Seluxit**

Seluxit connects things to the internet to optimize systems, save resources and save money.

That makes sense for the economy, for the environment and for society.

Seluxit's unique standards-based approach to IoT reduces development time and development costs, and thereby minimizes risks. That gives our customers a fast path to both saving and earning money, because their solution enters the market quickly.

Our end-to-end IoT solutions create value in many ways including optimizing energy usage, improving service efficiency, and allowing for more effective training.

## **Attachments**

- [Download announcement as PDF.pdf](#)