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Bornay warns that selling surplus solar energy is no longer profitable and backs storage instead

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The plunge in the price of surplus photovoltaic energy is driving companies to invest in energy storage

The Alicante-based company presents a backup system at GENERA 2026 featuring batteries with 260 kW of power and smart management, allowing industry to use its surplus energy when it is needed most.

Madrid, November 27, 2026.- Spanish companies can now use batteries as an alternative way to make their surplus solar energy profitable. The fall in electricity prices during peak photovoltaic generation hours has created a self-consumption paradox: selling energy when it is worth the least and buying it when it costs the most.

During the International Energy and Environment Trade Fair, held at IFEMA Madrid, the CEO of Bornay Aerogeneradores, Juan de Dios Bornay, explained how increased photovoltaic production has transformed the electricity market. This presents a new challenge for industries that have invested in solar installations and whose production processes prevent them from shifting consumption to the hours when electricity is cheapest.

The solution presented by Bornay combines batteries with 260 kW of power and smart management software. By analyzing generation and consumption patterns and electricity prices, it allows energy from both photovoltaic sources and the grid to be stored during lower-cost periods and used when prices are higher. As Bornay manufactures small wind turbines, this energy source can also be incorporated into the system where site conditions permit, and managed as another component by the smart management software.

“The cost of electricity is one of the factors that affect the competitiveness of industrial companies. But it is also important to consider how and when it is used. That is why Bornay is promoting smart energy storage at GENERA as a tool to improve electricity consumption management and encourage savings at industrial facilities,” the company’s CEO said.

A rising electricity bill despite having a photovoltaic installation, or consumption concentrated during the most expensive hours, are among the indicators that can suggest the value of adopting this technology. It can improve the return on investments already made without requiring changes to production processes.

#EncuentrosBornay

But Bornay’s stand at GENERA was not just the venue for the launch of this new product. As in previous years, several companies in the sector took part in #EncuentrosBornay over the three days of the fair.

The sessions began on Tuesday with a presentation by Mateo Egea, an engineer in Bornay’s technical department, on the versatility of inverters from TBB Power, a brand the company has marketed since 2023. These units can supply electricity to homes and farms without grid access, be combined with batteries and incorporate a generator as backup during periods of low solar production. They are also compatible with grid-connected installations and Bornay’s Wind+ turbines, and can operate without batteries. Bornay has already marketed these solutions in Spain and international markets such as Cuba.

Next, Industrias Seguí Alcoy posed the question: Can installing a solar structure be simple? Engineers Isabel Cano and Blanca Pérez demonstrated that it can with their kit system for photovoltaic installations: one code, one box and all the materials. During their presentation, they explained step by step how to order a kit using its code and reviewed their coplanar solutions for tile and sheet-metal roofs, tilted, facade-mounted and ballasted structures, as well as canopies and solar farms: “structures designed and manufactured in Alcoy to simplify every installation.”

The following day, Miquel Ángel Cortés, sales director for Spain at Salicru, and Víctor Larries, from the company's technical department, highlighted its Equinox2 range of solar inverters and energy storage solutions for both residential and industrial use, with capacities of up to 360 kWh for the latter. This year, the company is also focusing on the digitalization of installations through SLC energy manager, a system that monitors and manages electricity generation, consumption and storage, promoting energy efficiency and optimizing self-consumption.

Meanwhile, representing Victron Energy, its Technical Service manager, Juan Alberto Félix, reviewed the main new products for 2026: the Multi RS Solar and its rack version, the new three-phase 15 kW Multi HS19, the Multiplus 'k' range, the Nucleo GX and the EVCS V2. He also presented two new features: opportunity loads, which use surplus solar energy for electric vehicle chargers and other consumption, and Microgrid, for modular, redundant off-grid networks of up to 400 kW.

Next, Jorge García, Technical Support engineer at Pylontech, discussed the Fidus Battery Plus EU, a residential storage solution with a capacity of 16 kWh, designed for homes with greater energy needs. "This technology makes it possible to optimize photovoltaic self-consumption, use surplus solar production and have an energy reserve in case of supply interruptions," he emphasized.

Tesla Home

The technical manager of Tesla in Spain, Gonzalo García Labrador, discussed the application of artificial intelligence to home energy management through Tesla Home, the system integrated into Powerwall batteries. Using Opticaster software, the technology analyzes photovoltaic production, consumption habits and electricity prices to determine automatically when to store and use energy. The system also optimizes electric vehicle charging and heat pump operation, as well as reserving energy in case of power cuts, helping households save money and become more energy independent.

Jesús Sombrero del Sol, Sales manager for Spain and Portugal at SMA, highlighted the company's main new products at GENERA: its new generation of three-phase hybrid inverters, with power ratings of between 5 and 30 kW, which, combined with the SMA Storage M battery and its new energy management system, optimize self-consumption and increase the energy independence of homes and businesses. "The company, which celebrates its 20th anniversary in Spain this year, is thus strengthening its commitment to integrating photovoltaic generation, storage and smart electricity management," he said.

Finally, Ruth Pérez de Azpeitia, Sales manager for Iberia and Latin America at BAE Batterien GmbH, explained that it is "a manufacturer of industrial lead batteries for stationary applications with more than 120 years of history, located in Berlin, Germany, where it continues to

manufacture its products under strict quality controls.” She emphasized the benefits of its batteries for off-grid photovoltaic solar systems and hybrid systems with storage, as well as the advantages of lead-acid and lead-gel technology.

About Bornay

Bornay is a leading company in the wind energy sector, dedicated to manufacturing and distributing small and medium-sized wind turbines. With 55 years of experience, Bornay is committed to innovation and sustainability, offering clean energy solutions that contribute to a greener, more self-sufficient future. It was founded in 1970 in Castalla (Alicante) with the mission of “bringing energy where there is none.” It designs and manufactures its machines entirely in Spain, at a production center designed according to bioclimatic architecture principles and powered by renewable energy. Its R&D and innovation department continually challenges itself to improve the company’s products, and Bornay also distributes ranges of related products. Its installations are currently present in more than 80 countries.

Autor: LoComunicas
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