

HOTBUSINESS

# Bright star

Meet **James Husbands**, the man making sure all our glorious sunshine helps power the Caribbean

**WHO?** JAMES HUSBANDS  
**WHAT?** OWNER AND  
MANAGING DIRECTOR OF  
SOLAR DYNAMICS LTD  
**WHERE?** BARBADOS & ST LUCIA

**Barbadian businessman** James Husbands has been in the solar hot-water business for the past 45 years. He found a winning formula that has placed Barbados at the number 1 spot in the world (in the performance category of BTUs per 1,000 population) and third in the world in penetration of solar water heaters per 1,000 population.

Founded in 1974, Solar Dynamics Ltd is a homegrown industry that has become internationally recognised for its quality, its contribution to energy saving and assisting in the reduction of greenhouse gases. Over time it has become the Caribbean's foremost developer of high-quality, long-life, guaranteed-performance solar hot-water systems, supplying Barbados and St Lucia, Antigua, Dominica, St Kitts, Nevis, St Maarten, Jamaica, Suriname, Guyana, Grenada, the Grenadines, St Vincent, Tortola and Belize.

Husbands' winning formula is the Solar Dynamics Temperature Guarantee – the first known

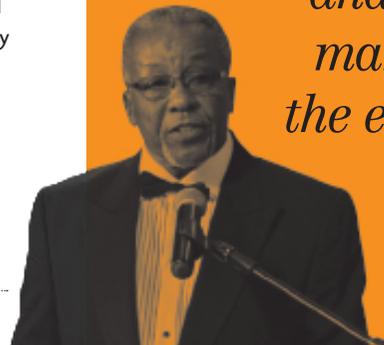
temperature performance guarantee on a solar water heater in the world.

The next goal Husbands set was to peg the system performance to that of the most popular gas water heater at the time. This peg has been the warranty set for performance of solar water heater systems sold by Solar Dynamics throughout most of the Caribbean.

The next goal was to design an aesthetically appealing solar water heater – and the octagonal shape has been found to be ideal by many, and considered the most beautiful. More recently, Husbands created a 'Storm Secure' mounting hardware design to resist uplift winds of storms and hurricanes. The collector cabinetry is made of robust aluminium providing longer life and more resistance to saline conditions and wind resistance – vital in the Caribbean.

Solar Dynamics has had success and setbacks, but through it all, Husbands has remained steadfast in faith and grounded to meet the challenges of the world of business. He has garnered many accolades, including the Pioneer Award at the World Renewable Energy Congress in Scotland in 2008. In 2018, the Barbados Association of Professional Engineers installed him as one of its first Honorary Members.

*‘Meaningful entrepreneurship is the ability to create and sustain business that delivers benefit to the consumer; to the entrepreneur; to the economy; and to the environment. There must be a win on all sides. This comes in balancing the four key goals: continuous value for the customer; sustainable livelihood for the people; economic prosperity for the country; and responsible management of the environment.’*



\* [WWW.SOLARDYNAMICSLIMITED.COM](http://WWW.SOLARDYNAMICSLIMITED.COM)