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The latest draft of the Renewable Energy Sources Act (EEG) 2027 stipulates that, starting January 1, 2027, German households with photovoltaic (PV) systems installed with a rated output of up to 25 kilowatts will no longer receive a flat-rate feed-in tariff or a market premium. In response, gridX, an aggregator of household flexibility and leading European provider of smart home energy management systems (HEMS), and Nomos, the market leader in integrated electricity products, acted quickly to develop a joint direct marketing offering. This solution is tailored to the needs of households, installers and original equipment manufacturers (OEMs) and ensures that the purchase of new energy systems remains scalable and economically viable for all participants in the value chain in the coming year, while also ensuring compliance with regulatory requirements.