Press Release

gridX

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Lucrative solution for end customers, installers and manufacturers
Nomos and gridX unveil white-label direct marketing product

- **Starting in 2027, direct marketing is expected to be the only way to profitably monetize the feed-in of electricity from small photovoltaic systems**
- **Projections by gridX indicate a solar market value of just under 9 cents per kilowatt-hour, which is slightly above the current feed-in tariff**
- **Forecasts by Nomos confirmed that end customers can earn over 1,000 euros annually by combining solar power storage and battery arbitrage as part of the integrated solution**

Aachen/Berlin, Germany, June 22, 2026 – 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.

How the open solution works

The EEG reform poses particular challenges for installers and OEMs who, until now, have not had guaranteed access to mechanisms, such as direct marketing, or offerings like HEMS and flexible electricity tariffs. gridX and Nomos bridge this gap with a white-label offering that combines these three elements.

gridX ensures manufacturer-independent connectivity and controllability of all distributed energy assets in the home; Nomos provides the dynamic electricity tariff and, based on the consumption and feed-in forecasts provided by gridX, enables direct marketing and bidirectional battery arbitrage on the electricity exchange. Together, the two companies optimize the energy assets locally – both from a regulatory perspective (Paragraph 14a of the Energy Industry Act, Paragraph 9 of the Renewable Energy Act) and with regard to household self-consumption and the electricity tariff provided by Nomos.

The solution operates fully dynamically in both directions: Instead of calculating grid procurement at fixed prices or paying a flat rate for feed-in, electricity procurement, feed-in and arbitrage are optimized based on quarter-hourly market prices. Billing is transparent and based on real market data, without volume caps or flat rates, ensuring that households receive the full value generated by their systems.

A win-win situation for the entire value chain

Starting in 2027, direct marketing is likely to be essential for ensuring that the purchase of a new PV asset pays for itself quickly. This is where the integrated solution from gridX and Nomos comes into play – it is holistically designed, easy to use and enables end customers to achieve maximum cost savings. The fully integrated, scalable white-label solution allows installers and OEMs of PV assets, home batteries, electric vehicles and heat pumps to market the solution under their own brand and can help them continuously strengthen and expand their relationships with end customers. Beyond feeding solar power into the grid, direct marketing also supports arbitrage of home batteries. As a result, even a battery with a higher capacity (for example, 20 kilowatt-hours (kWh)) pays for itself within about six years, which benefits both end customers and installers by enabling them to sell significantly larger home batteries in the future.

Reliable forecast: Product will cushion the impact of the feed-in tariff phase-out

Calculations by gridX and Nomos both concluded that owners of new PV assets and home batteries will continue to generate comparable returns next year despite the phase-out of the guaranteed feed-in tariff. Internal gridX projections showed that, in the base scenario of self-consumption optimization using HEMS and without feed-in tariffs or direct marketing, 3.5 cents/kWh can currently be achieved; when combining self-consumption optimization with the current feed-in tariff, a solar market value of 7.8 cents/kWh is possible, which is below the yield level of the joint solution from gridX and Nomos at 8.7 cents/kWh. Nomos identified a robust added value for end customers of more than 1,000 euros annually, resulting from the combination of solar power feed-in and battery arbitrage.

“Direct marketing alone, without local energy management, extends the payback period for PV assets – as demonstrated by a recent aquu study. This is exactly where we come in: Together with Nomos, we have created a solution that has already been successfully tested and that will make residential rooftop PV assets future-proof and economically viable even beyond 2027,” as Anne Bicking, CEO of gridX, contextualizes.

“With gridX’s connectivity and control, we reliably achieve market-leading revenues in the solar export plan for our partners and their customers,” as Stefan Gerbes, CEO of Nomos, explains.

Easy access to the direct marketing offering

The solution is now available from both partners. A free demo appointment can be scheduled at https://www.gridx.ai/contact/demo or https://www.nomos.energy/contact.

gridX at The smarter E Europe 2026

The gridX team will be present at Europe’s largest trade fair alliance for the energy industry, featuring, among other things, a presentation on direct marketing. All information about their participation, including expert presentations, can be found here:
https://go.gridx.ai/gridx-on-smarter-e-2026

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((Caption))
Together, gridX and Nomos have created a lucrative direct marketing solution for end customers, installers and OEMs.

About gridX
gridX is Europe's leading smart energy company based in Aachen and Munich. With its energy management platform, gridX seamlessly connects, controls and optimizes distributed energy resources in home and at electric vehicle charging sites. Customers can monetize the flexibility of energy assets as gridX aggregates their capacity and makes it available for trading on various energy markets. Energy retailers and scale-ups unlock new revenue streams and provide their end customers with more value and lower bills. Charge point operators can install more and higher power charge points, while lowering costs.
Further information at gridX.ai and LinkedIn.

About Nomos
Nomos is a leading Berlin-based technology company for intelligent energy solutions. As a regulated and licensed full-stack energy supplier, Nomos enables leading OEMs and installation businesses to offer energy products under their own brand. Nomos takes on the entire regulatory, technical and operational complexity, from procurement and customer communication to billing and translates it into transparent APIs that integrate deeply into hardware and digital ecosystems to create an effortless customer experience. Nomos works with national and international market leaders, giving households direct access to the electricity market.

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