



absorb & ENSTALL

Case study



Industry

Renewable energy

Use case

Customer education, partner enablement, sales & product training, employee upskilling, frontline training

Solution

[Absorb LMS](#), [Absorb Engage](#),
[Absorb Analyze](#)

Challenge

- Need for a scalable eLearning model to support rapid growth and consistent training access.
- Expanding learning reach to support growth.
- Highly specialized, niche expertise required for products.

Solution

- Courses, micro-learning and webinars through Absorb LMS.
- Blended learning, incorporating in-house, on-site, and eLearning.
- Enstall Academy integrated with customer support site for SSO.
- Multilingual support for seven European languages.

Results

- Significant use and course completion by customers.
- Stronger relationship with channel partners.
- Able to make data-driven decisions on content and strategy.
- Improved customer safety and quality product installations.

Summary

Sparked by the challenges of training during COVID-19, Dutch solar panel hardware company Enstall decided a move to a blended learning environment was in order. The company implemented Absorb LMS as the platform for eLearning, part of its mix of on-demand online learning, in-person training, and live webinars. With Absorb as the foundation for its Enstall Academy, Enstall is providing its customers, partners, and employees with an ever-growing offering of convenient, easily accessible, multilingual learning to improve product safety and quality.



Bryan Zwiers

Instructional Designer

“ Our customers couldn’t come to us, so we brought the training to them – and Absorb made it possible for us to deliver structured, scalable learning to every installer who needs it.



Absorb helps solar hardware company Enstall in mission to accelerate solar energy adoption and expand presence

Based in Amsterdam, [Enstall](#) is a leading manufacturer of high-quality rooftop photo-voltaic solar panel mounting solutions across the U.S. and Europe.

The company started simply in 2004 when Jeroen and Vincent de Vogel and Theo Smit, solar panel installers, recognized their jobs would be easier if there was smarter, more intuitive, higher quality mounting equipment. From there, the Dutch company grew into one of the largest installers in its homeland and ultimately expanded into Europe and North America.

In 2015, the brothers sold the business to Stijn Vos, its current owner and CEO, who grew the company further with the infusion of venture capital — expanding quickly through various mergers and acquisitions. After completing its merger with the Schletter Group, Enstall is positioned to be a truly global brand in mounting materials for solar panels for residential, commercial, and industrial use, as well as ground-mounting solutions.

Today, the company boasts more than 500+ employees from over 20 different nations operating in 25-plus countries, and it has received awards for employee satisfaction and DEI certification from the Solar Energy Industries Association.

The company is working hard to fulfill its mission of accelerating solar panel adoption through high-quality installations and becoming the world's one-stop shop for rooftop solar panels and mounting equipment. More than 30 GW of solar capacity was installed in its markets using Enstall solutions by 2025.

Its solutions are all about providing easier, faster, and safer installations. To that end, the company provides top-notch support and training in addition to its patented, highly engineered products.



A necessary transition to eLearning

“Solar installation is more complex than many people realize,” explains Bryan Zwiers, Instructional Designer at Enstall. “With so many variables in products and mounting scenarios, installers need reliable training to work safely and effectively.”

Faced with a plethora of different roof types and dimensions and specific products designed for each, installers need deep expertise to do their jobs right. Because of this, education and learning are top priorities for the company.

Nearly half a dozen Enstall training facilities around the world traditionally ensured the company’s channel partners, installers, and internal employees were familiar with its solutions. However, the global spread of Covid-19 forced the company to pivot its training strategy. It quickly transitioned, first to external in-person training at customer locations — via vehicles the company dubbed “mobile solar busses” — and then to eLearning to scale its efforts to support growth. The company added self-guided eLearning and regular live webinars to the mix to better reach and educate customers across the continent.

Breaking through the clouds

“Our customers couldn’t come to us, so we brought the training to them,” says Bryan Zwiers. “The on-site sessions and webinars kept us connected, but we saw an opportunity to build something more **structured and scalable**.”

In 2022, Enstall set out to professionalize its eLearning program. Together with Product Manager Thomas Elshof on the initial concept, Instructional Designer Bryan Zwiers took ownership of the digital learning strategy. Recognizing the proven success of Absorb LMS in the United States, Bryan brought the platform to Europe and led its implementation from end to end.

Developing the new program was not without its trials. Initially, the company faced channels introducing customers and partners to the new platform to get them signed up.

The eLearning team integrated Absorb into the company’s existing global customer portal (MyEnstall), providing learners with single sign-on capabilities. Customers logging in for design advice, project management tools, or calculators could easily navigate from the platform to the Enstall Academy.

Localization quickly became a priority. Serving customers across Europe required each course to be **available in multiple languages and aligned with regional installation practices**. Bryan coordinated translations for all microlearning content into seven languages, combining translation technology with input from local experts.

A bright idea: blended learning through Absorb LMS

The company developed a three-pronged approach to learning. As with its products, Enstall aimed to cover every type of need. Their new learning program would incorporate **hands-on training at its headquarters or via its mobile solar busses, live monthly webinars, and on-demand micro-learnings using a new learning management solution (LMS)**.

The goal is to provide tiered courses through eLearning at basic to advanced levels of knowledge and then offer more expert-level training at an Enstall facility or via a solar bus tour. Customers are incentivized through a points-based awards system.

Using Absorb, the company first launched the Edsec Academy to support training around one of its leading mounting solutions brands over a year and a half. It more recently consolidated training academies of all its brands through Absorb under the banner of the Enstall Academy.

“We are developing a **unified learning platform for all of Europe that integrates our eLearning courses, webinars, and hands-on training**,” notes Bryan Zwiers. “The vision is to create the central hub for everything related to mounting solar panels.”

By focusing on designing bite-sized micro-learning, the company provided training that fit right into its audience’s sweet spot: two-to-five-minute courses that could be digested quickly and conveniently before or during installation by mobile. This convenience has helped put vital information into installers’ hands (literally) for quality, safe installations.

At the same time, for a deeper dive, the company has uploaded recorded webinars to the Enstall Academy, making them available on-demand and expanding its learning content library.

Enstall had designed the Academy for more than just installers. It now provides **quick and easy access for internal teams in the field**, giving them important product and installation information on-demand to improve their knowledge just when they need it.

Sunshiny days: better relationships and higher quality installs

Having a full portfolio of product information available on Enstall Academy made it easy for internal and external learners to find information on company products and discover everything they needed to know about mounting solar panels.

Elshof is proud of what he and his small team have achieved in little time using Absorb. To date, about **5,000 learners** use the Enstall Academy, with about 500 active users a month. These are mainly its primary target of installer customers, who access the microlearning courses via mobile — on the way to or on the job site.

The Academy is also available to the company's channel partners and internally to build familiarity with the products. About 50 learners access courses on the site daily, with a 70% completion rate. This supports the 500 to 800 installers the company educates through hands-on training and its monthly webinars.

“There is room for improvement, but I’m pretty proud of these numbers,” Elshof says.

The team can more easily drive the improvements it needs thanks to Absorb providing crucial data on logins, course selection, feedback, and course completions.

For instance, Elshof says he knows from the data that channel partners are using the Academy. The team can **easily tell what topics resonate with its partners thanks to tracking sign-up rates for in-person training and mobile requests through Absorb**. This lets Enstall know how to better support its partners and strengthen their relationships — contributing to business growth.

There’s a Dutch saying, “meten is weten” (measuring is knowing). It’s through measurable data that Elshof knows the program is working: “We consistently see that customers who take part in blended training have higher installation quality. They see a far lower rate of call-backs for installation fixes and similar repairs.”

When there’s a rare failure, Elshof suggests, you can bet the installer didn’t participate in the training.

Enstall is still growing and expanding. Its Absorb-powered learning program is just part of the picture, but it’s a big part. The company’s blended learning strategy is ensuring installers, partners, and employees alike have access to the info they need to ensure quality and safety — whenever, wherever, and however they need it most.





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