



PRESS RELEASE – 11 February 2026

## **MEUG welcomes new Associate Member**

The Major Electricity Users' Group (MEUG) is pleased to welcome Quasar Systems as a new associate member, further strengthening its representation in New Zealand's energy sector.

[Quasar](#) specialises in delivering advanced power and energy solutions across generation, utility, industrial, and demand-side sectors. With more than 40 years' experience and over 500 projects delivered for utility and industrial customers in New Zealand and Australia, Quasar brings deep technical capability and real-world insight to MEUG's membership.

MEUG Executive Director Karen Boyes says Christchurch-based Quasar is a natural fit for MEUG, as it helps industrial and utility clients to reduce energy waste and avoid outages through real time power analytics.

"Quasar has built a strong reputation for delivering customised solutions and solving complex energy challenges for its customers," Boyes says. "We are delighted to welcome a company with such a proven track record into the MEUG community."

Richard Schwass, Quasar's Managing Director, says they're pleased to join MEUG. "We look forward to sharing our experience and contributing in a practical way to the future of New Zealand's large energy sector."

Boyes says MEUG will continue its strong advocacy for fair electricity prices and forward-looking energy policy to ensure its members can compete, grow, and create jobs in New Zealand.

MEUG is expanding its membership to ensure it effectively represents the interests of New Zealand's largest electricity users.

"Our members collectively contribute more than \$11 billion to New Zealand's GDP and employ more than 25,000 New Zealanders," Boyes says.

### **ENDS**

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### **About the Major Electricity Users Group**

MEUG advocates for policies ensuring a reliable, affordable, and sustainable electricity supply, benefiting its members and the wider community. Electricity is a key input for our members' businesses. It enables our members to support regional communities, employ thousands of people in well-paying jobs, and helps pay for the essential services.