



BÜFFELPOST

Banner *THE POWER COMPANY*

85 YEARS OF FULL POWER



**A MODERN
LOCATION**

Energy Solutions
in Thalheim

**AN IMPRESSIVE
BIRTHDAY**

A success story
continues

**A RELIABLE
PARTNER**

Freshness guarantee
despite crises

EDITORIAL

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Sehr geehrte Partner,

Banner is celebrating a birthday and it is with some pride that we are able to look back upon an 85-year history. For our grandfather, Artur Bawart, could hardly have imagined that today we would be the only battery manufacturer in Austria, sell over four million batteries annually and be represented in 14 countries with 23 branches.

This success story represents a long journey that has been marked by numerous milestones, which reflect our buffalo power and innovative strength. These have included the initial repair of motorbike batteries that was triggered by a shortage of raw materials, the move from Vorarlberg to Upper Austria, the founding of the first international sales office in Munich and now the creation of our second production location in Thalheim bei Wels in Upper Austria.

Banner's hallmarks have always been reliability, continuity and inventiveness. They also constitute one of the reasons why we were able to achieve our sales targets last year and bring new products to market maturity. Moreover, with typical Banner buffalo determination and consistency, we continue to push forward with the clearly defined objectives of our AGENDA 2030.

Especially in times such as these, in which we can all see that the world is once again in a state of upheaval, we would now like to pause for just a short moment of reflection. For a review of our company history fills us with a sense of gratitude and self-identity, and causes us to look to the future with equal humility and fresh energy. In fact, we see it as our duty to actively shape change.

However, a success story like Banner's does not write itself, but only becomes reality thanks to highly motivated employees. Therefore thanks are due to our colleagues for their untiring commitment even in times of crisis! Gratitude must also be expressed to our customers, as it is their loyalty and trust that encourage us to continue into tomorrow, brimming with enthusiasm and buffalo drive. So here's to the next 85 years and many more to come!



Andreas Bawart
Commercial CEO



Thomas Bawart
Technical CEO



EXPANSION

A NEW LOCATION FOR ENERGY SOLUTIONS

This spring has seen the opening of the new Energy Solutions business unit location in Thalheim bei Wels, Upper Austria. Banner is thus breaking new ground, as a provider of cutting-edge, energy storage solutions.



Josef Berger
Head of the Energy Solutions
business unit

The Energy Solutions business unit's production facility in Thalheim bei Wels, which has been in operation since June 2021, was officially opened on 8 April. When choosing the additional company location, in the interests of sustainability Banner made a conscious decision not to opt for undeveloped land and further ground sealing. Therefore, an existing industrial site was taken over and ten million euros invested in modernisation.

NEW TECHNOLOGIES

In Thalheim, the production of industrial batteries is being increased significantly. In fact, as a premium supplier of high-performance energy storage solutions and power-packs for mobile and stationary purposes, with its second business unit Banner is truly breaking new ground. The range of possible applications extends from electric forklifts, lifting platforms, self-propelled transport systems, golf carts, safety and emergency power batteries for hospitals or power plants, signalling systems and renewable energies, to electric wheelchairs and the camping, marine and caravanning areas.

Banner POWER IN A BLACKOUT

As Josef Berger, the Head of the business unit, explains, "At Energy Solutions, we develop tailor-made solutions for our customers. The best example in this respect is provided by our energy storage solutions for critical infrastructure, which are employed in hospitals and hydropower plants to counteract blackout scenarios. Our safety



and emergency power batteries thus offer support and thereby underline our role as an important partner with regard to the availability of the energy reserves needed in such serious situations."

A TARGETED DOUBLING OF SALES

At present, the Thalheim location has a workforce of 25, but in future Banner intends to double the sales of its new facility. As an internationally recognised provider of energy solutions, the company will also adopt a broad approach to innovative developments in this business field.

As Josef Berger emphasises, "For example, we are open to the use of new technologies, as long as they deliver the corresponding customer benefits." The focus is on energy storage solutions that are designed to meet specific customer needs and in this regard, Josef Berger sees individual partner support as offering special potential, "Therefore, in order to develop tailor-made solutions, we will listen more closely than ever to what in the current economic situation our clients require in terms of intralogistics solutions and process management."



JUBILEE**Banner CELEBRATES
A BIRTHDAY!**

Artur Bawart – the Banner founder

The Banner family business was founded 85 years ago in Rankweil, Vorarlberg, Austria by Artur Bawart. In the meantime much has changed, from the company's location, which is now firmly rooted in Upper Austria, to its global expansion and the move towards e-mobility and energy solutions. However, what has remained unaltered from the outset to this day is the high standard of quality that has made Banner an internationally recognised supplier of innovative, energy storage solutions with reliable bull power.

Banner's Commercial CEO, Andreas Bawart and its Technical CEO, Thomas Bawart, are successfully leading the company into the future. Moreover, they can rely upon their highly coordinated team of more than 800 employees across Europe. A team, that every day gives its very best in the company's Automotive - OE/IAM and Energy Solutions business units.

PRODUCTION THEN & NOW

Everything began in 1937, in a garage in Vorarlberg, where the first hundred batteries were manufactured. This total increased year by year, and with the relocation to Linz in 1952, for the first time more than 10,000 batteries were delivered. The next milestone was achieved in 1972 at the current company location with output of over 100,000 units and after another twenty years the one-million-battery milestone was also passed.

INNOVATIVE, STRONG AND SERVICE-ORIENTED

Every year, Austria's sole manufacturer of starter batteries invests ten million euros in new product research and development. The demand is enormous and from the locations in Linz/Leonding and Thalheim bei Wels, as well as the branches across Europe, over four million starter batteries are sold yearly in more than seventy European, African and Asian countries. Annual sales revenues amount to some € 270 million.

Numerous well-known customers such as Aston Martin, Audi, BMW, Bomag, Caterpillar, Jungheinrich, Käss- bohrer, Knaus Tabbert, KTM, Linde, Liebherr, Mercedes, Mitsubishi, Porsche, Rammox, Rolls-Royce, Schmitz Cargobull, Seat, Suzuki, Volvo, VW and Wacker Neuson all trust in Banner quality and service. Moreover, thanks to the preservation of its independence, the commitment of an outstanding team and numerous precautionary measures, the company has succeeded in overcoming past times of crisis and is well positioned for the future. Accordingly, the success story is set to continue...

JUBILEE

THE Banner STORY – THE CHRONOLOGY OF A HISTORY OF SUCCESS

1937

Founded by Artur Bawart in Rankweil/Vorarlberg

1968

First dry, pre-charged starter battery, first international sales office (Munich)

1980

Award of the national coat of arms



1959

Move to the present company headquarters in Linz

1976

Welded polypropylene (PP) batteries reach series production maturity

1990

Expansion of sales in Western/Eastern Europe



1965

The sons of the founder, Norbert Bawart and Roland Bawart, assume the company management

1979

Maintenance-free, lead-calcium-tin-based Banner batteries - unique in Europe

1996

The third generation takes over the management: Andreas Bawart, the son of Norbert Bawart, and Thomas Bawart, the son of Roland Bawart

1953

Move to the Kleinmünchen district of Linz

1969

Start of Wuchtofit wheel weight production

1983

Innovation prize for the new Banner Turbo starter battery

1ST GENERATION2ND GENERATION3RD GENERATION

1999

Quality Award



2007

Banner AGM technology has OEM suitability. BMW is a customer (3 and 5 Series). € 7 million are invested in the location.

2010

Over € 20 million invested in production

2012

For the first time in this millennium, the Banner Power Bull wins the "Stiftung Warentest" and ADAC 2012 awards with the top rating "very good".

2019

New sales record: 4.8 million starter batteries

2021

Agenda 2030 - strategic realignment and two operating business units: Automotive and Energy Solutions at the new location in Thalheim bei Wels



2009

Banner achieves pioneer status with its AGM battery and BMW as a reference for micro-hybrid vehicles with start-stop systems. New social amenities building opened, new ConCast facility for mesh production in operation

2004

"Stiftung Warentest" winner



2011

4 million starter batteries sold for the first time, record turnover of € 225 million.

2018

New technologies in the commercial vehicle segment. EFB and high-current batteries, as well as production range expansion in the car segment.

2030

Challenge of digital transformation; organisational adjustments, starter and electrical system batteries still core business areas.

2020

Covid-19 pandemic and upheaval in the automotive industry. Major contract worth over € 60 million from North America



1980



1990



2020



Banner AT THE AUTO- MECHANIKA 2022

Restart for the automotive
aftermarket from 13-
17.9.2022 at the Frankfurt
Trade Fair Centre.

Learn more about new
technologies and trends at
our exhibit!

Stand D51 in Hall 4.1

COST INCREASES

A TOP PARTNER IN TURBULENT TIMES

The impact of global problems affects us all, but Banner is doing everything it can to keep price increases to a minimum.



Franz Märzinger
Head of Sales and Marketing

Since the outbreak of the corona crisis in the spring of 2020, we have been experiencing an exceptionally difficult period owing to constant shifts in the business environment at breakneck speed. In addition, the past twelve months have been characterised by supply chain problems and frequently dramatic cost increases. For although in recent years we have become accustomed to the fluctuations in lead prices, we are now seeing expenses rise on an unprecedented scale. Skyrocketing energy costs alone are making practically all purchased components more expensive and throughout Europe are also pushing inflation rates up to record levels. High inflation makes demands for large wage

increases inevitable and subsequently these have a negative effect upon production costs. Moreover, an end to this spiral pattern is not yet in sight.

DEVELOPMENTS ARE HARD TO PREDICT

In addition, there is the armed conflict in Ukraine, the effects of which upon the European economy cannot as yet be reliably assessed. We are doing everything in our power to manage the risks and cost increases in optimum fashion and thus minimise their impact upon our customers. However, at this juncture we must ask for your understanding that we are also unable to cope with these framework conditions without price increases.

NEW!

THE BUFFALO BULL AGM

The long-distance truck power pack with AGM technology

A long-distance truck is not just a means of transport, but also the driver's home. Overnight stays in the cabin for up to a week, as well as use in a residential and accessory mode for several hours a day demand batteries with high levels of cyclical resistance. In addition, the batteries must meet the strict CO₂ emission regulations imposed upon modern trucks. It is precisely these tough requirements and loads that the new Buffalo Bull AGM battery, which is available now, has been expressly designed to meet.

NEW



QR-CODE SCANNEN
FÜR MEHR INFOS:



THE BUFFALO BULL AGM – YOUR ADVANTAGES

- Capacity K20: 210 Ah (EN)
- Cold start: 1,200 A (EN)
- Three times the cyclical resistance of conventional SHD batteries
- Robust design and maximum vibration resistance
- Improved mesh corrosion resistance
- No acid stratification
- Outstanding charge absorption (also for deep discharged batteries)
- Calcium technology for minimum water consumption
- Designed for maximum energy demands
- Ideal for integrated rear installation (EURO Emission Class 5/6)
- Central degassing with integrated flame arrestor
- Short-circuit protection, ESD plugs

SUPPLY CHAIN MANAGEMENT

THE ENERGY AND MATERIAL COST CHALLENGE



Reinhard Bauer
Supply Chain Manager

During the last six months, the dominant issue in the supply chain management field has been the continuing high demand for all types of goods, which has meant that the anxieties regarding the availability of raw materials, production and transport capacities have not eased. Banner is also part of the global networks and therefore is equally affected by these bottlenecks and the rapid rise in energy and raw material prices.

FLEXIBLE DELIVERY CHAINS SECURE SUPPLY

The sharp rise in demand, especially in Asia, has meant that insufficient container and shipping capacity has been available in the region for the transport of goods on schedule and as required. Occasionally several weeks have passed before containers and space in ship holds could be

booked for the passage of cargo to Europe. Furthermore, there were also delays in and around the European ports owing to congestion. Nevertheless, although in autumn 2021 these longer transport times and more frequent hold ups led to irregular supplies, Banner's supply chains were adapted to this situation and these factors have been integrated into stock and replenishment planning.

PRODUCTION SECURE DESPITE DISRUPTION

In recent weeks, Banner has been increasingly affected either directly or indirectly by temporary delivery failures at suppliers or their subcontractors. These problems stem from both the persistent shortages of raw materials and the absence of production staff at suppliers. It is frequently the case that several employees are on sick leave at the same time

owing to the highly contagious corona mutation omikron. Consequently, with growing frequency Banner and its suppliers have been forced to carry out the special production and transportation of some raw materials and components, or find alternative suppliers and purchase their goods, subject to the proviso that additional production capacities and raw materials are still available. However, despite the tense supply situation, thanks to the commitment of our employees and suppliers, as well as our production flexibility, in recent months we have succeeded in maintaining uninterrupted output at a very good level. We were therefore able to provide sufficient batteries for the autumn/winter season and fulfil all our delivery obligations.

SUPPLY CHAINS ON THE TEST STAND

A season like this has put many supply chains to the test, but Banner has shown itself to be in good shape. Indeed, despite the fluctuating inflow of raw materials and components, in close coordination with our suppliers and forwarding agents, the Purchasing, Planning and Logistics departments have managed to prevent any production stoppages due to a lack of purchased parts. Therefore, although the pressures in world markets have still not relaxed, we are nevertheless quietly confident, that we will be able to master further challenges. This is because in the current exceptional circumstances, we have gathered the experience required to implement the measures necessary for the maintenance of our ability to deliver and meet our supply obligations.

SALES

FRESH SELLING POWER



Frédéric Lambs
Banner France
National Sales Manager

Age: 48

Family status: married /2.5 children (1 daughter 18 / 1 son 15 /a cat)

Hobbies: football, guitar, skiing, sailing, motorbike

Favourite music: electric, but mainly rock.

Favourite book: Le chercheur d'or JMG Le Clezio. At the moment: The Book of Power

I would never want to be without: Time with my family, in the mountains or by the sea.

What I like about Banner: The commitment, the availability and above all the responsiveness of the teams. Rarely wearing a tie.



Steffen Dimmer
Banner Germany
National Sales Manager

Age: 33

Family status: single

Hobbies: Football, crossfit, climbing, HIIT (generally sports)

Favourite music: Jazz and R'n'B, soul

Favourite book: Pep Guardiola: The Life of a Strategist, Da Vinci Code

I would never want to be without: Definitely sport and my family

What I like about Banner: The people! They are the driving force of the company and power its success. For me, the work they have done over the last few years is very inspiring. I also like the fact that Banner is a family business in which young, motivated employees can develop, plan and implement their own careers.

Banner FRANCE IS 30!

Founded: 1992

Number of employees: 28

Number of branches: 4 (Rixheim, Saint-Ouen-l'Aumône, Fenouillet, Sant Priest)

Sales structure: 5 automotive and 3 energy solutions field staff, 4 office staff

Customer structure: Battery specialists/wholesalers/fast fitters/agriculture and trucks

Special features: High proportion of private labels, which has a major impact on price positioning.

Banner GERMANY

Founded: 1968

Number of employees: 52

Number of branches: 4

Special features: The German battery market is hotly contested. There are a multitude of offers, but also the corresponding demand. Banner quality goods are greatly appreciated in the market and are sold to the premium segment.

What else remains to be said:

Once again, I should definitely say a big thank you to my mentor and former boss Günter Helmchen. He was an institution within Banner Germany and as its CEO created everything that Banner stands for in Germany today such as honesty, transparency and reliability.

RETIREMENT

HONOUR, TO WHOM HONOUR IS DUE

At the end of March, the Banner Batterien Deutschland GmbH CEO took well-earned retirement after 33 years of service.

The person who has decisively shaped the German market for Banner is Günter Helmchen, the now retired CEO of Banner Batterien Deutschland GmbH. Günter became a manager at one of Banner's German branches in 1989 and with him the company obtained a sales personality that was ideally suited to establishing a strong foothold in the national market. After initially managing one of the then three German branches for a year, Günter spent the next two as a coordinator between the parent company and Germany. He subsequently became the Head of

Sales and received the commercial power of attorney for the German market. Then in 2007, he was appointed to the newly created post of Banner Batterien Deutschland CEO.

Banner ON A SUCCESSFUL COURSE

During his 33 years of service, Günter Helmchen was responsible for sales of some 13 million starter batteries, sales revenues of € 600 million and most recently, the leadership of over sixty employees. The task of making the Banner brand known in Germany was more than demanding, but with his



tireless commitment, market judgement and activities, he became an innovator within the sales organisation and played a decisive role in the company's success. We would like to thank him most sincerely for his outstanding efforts and wish him all the very best for his retirement!

SUMMER TIP

HOW TO KEEP YOUR BATTERY COOL!

If you need a new battery in winter, you usually take care of the problem in summer. However, urban heat can be brutal and cause the battery to discharge.

The heat waves that are expected to increase due to climate change can also have a negative impact upon the performance of both starter and electrical system batteries. High air temperatures can cause the water in a conventional starter battery to evaporate to such an extent that the plates of the battery literally dry out. The battery thus becomes weaker and weaker.

...BUT NOT WITH Banner BATTERIES AND OUR PROFESSIONAL TIPS!

- **Checks for a longer life:** A battery provides lasting power when its optimum condition is retained. With Banner's testing and checking devices, you can inspect the charging, voltage and electrolyte levels and much more besides. This enables you to know immediately

whether and which measures are needed to maintain the battery's life.

- **Holiday tip:** At the latest, have the status of your car battery checked before your next summer holiday. Older batteries are often no longer able to provide the required starting power, even with a recharge!
- **Furthermore, regularly check the electrolyte level in standard batteries** and, if necessary, refill with demineralised or distilled water up to the maximum acid level mark, or 15 mm above the top edge of the plate. This point can be ignored if you have an absolutely maintenance-free, conventional starter battery from Banner (Starting Bull, Power Bull/PRO and Running Bull EFB), as under normal operating conditions throughout their entire service life, these Bull product variations need

need no additional water.

- Should large water losses occur, have the regulator voltage checked by a specialist.
- **Never refill with acid!**

FOR RUNNING BULL AGM BATTERIES PLEASE NOTE:

The screw connections of the AGM batteries must not be opened! It is not possible or necessary to measure the acid density, or refill with distilled water!

SCAN THE QR-CODE
FOR MORE INFO ON
STARTER BATTERY
MAINTENANCE AND
CHECKS:



Banner *INSIDE*: BMW, VW, AUDI, PORSCHE, MERCEDES, SEAT, ASTON MARTIN, SUZUKI, ...



Banner

THE POWER COMPANY

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