

## **Banner Garden Bull – professional power for garden lawns**

**Leonding, March 2017. Springtime and the gardening season are approaching and Banner has already prepared the ground in timely fashion by enlarging its product portfolio with the new Garden Bull battery line. This has been specially designed for garden equipment such as tractor and ride-on mowers, and was launched onto the market during February.**

Banner, which is based in Leonding, Upper Austria, has for many years been successfully manufacturing starter batteries for the sport and leisure segment, which are installed in motorcycles, quads, jet skis, ATVs, scooters and snowmobiles. Now, Banner is additionally covering the gardening equipment market with its new, top quality Garden Bull batteries, which were specifically designed for this purpose. These are equipped with the latest lead battery technology and not only offer maximum user-friendliness and operational safety, but also outstandingly low self-discharge rates and high levels of cold start power. Furthermore, the Garden Bulls provide excellent performance and reliability in combination with a long service life.

As Andreas Bawart, Banner's Commercial CEO states: "We are proud of the fact that with this addition to our portfolio we can attain market coverage of around 90 per cent. This has been achieved through the offer of six different battery versions for the garden mower segment." These six models have capacities ranging from 18 to 30Ah and as Andreas Bawart adds: "One of our key focal points during the creation of the Banner Garden Bull was on the type of terminal generally used for ride-on mowers. This was naturally taken into account and the design matched accordingly."

The quality Garden Bull is dry pre-charged and is supplied with a pack containing a precisely measured quantity of electrolyte. Once this is filled into the battery, it is immediately ready for use. The Banner Garden Bull is a maintenance-free wet battery, which when installed vertically offers safety against tipping and leakages. Owing to its first class design, it also offers up to thirty per cent more starting energy than standard batteries and if charged up in winter will remain reliable and powerful, not just for a season but many years. For this purpose, Banner recommends the use of a suitable Banner Accucharger device.

**Franz A.Märzinger, MBA**  
Sales and Marketing Manager

Banner GmbH, Banner Strasse 1, 4021 Linz  
Tel. +43 (0) 732 38 88 21500, Fax Ext. 51500  
Mobile +43 (0) 676 87 38 1500  
E-mail: [franz.maerzinger@bannerbatterien.com](mailto:franz.maerzinger@bannerbatterien.com)  
**bannerbatterien.com**

## Captions:

**Photo 1.:** Banner Garden Bull – lawn power

**Photo 2.:** Banner Accucharger – charger

**Photo 3.:** Andreas Bawart, the Banner GmbH Commercial CEO \*

\* Photo 3: © Andreas Wenter/Permanent Moments

All photos: reprints free of charge. Specimen copy requested.

## **Banner at a glance**

*Banner GmbH is an innovative, steadily expanding producer of top quality starter batteries. The company, which is based in Linz-Leonding, Austria, has been manufacturing batteries for all types of vehicles since 1937. The family-owned firm, which is headed by Andreas Bawart and Thomas Bawart, employs a workforce of around 780 across Europe. Banner produces and sells over 4.1 million starter batteries annually and thus numbers among the oldest, most experienced and important brands in the battery production field. Banner batteries are used for the first fitting of numerous models from Audi, BMW, Caterpillar, Jungheinrich, Kässbohrer, Liebherr, Mercedes, Mitsubishi, Porsche, SEAT, Volvo, and VW. Banner has its own sales companies in fourteen European countries and its products are also sold in more than 50 other European, African and Asian states via direct importers. Future-oriented technology and outstanding quality underline the international reputation of these exemplary products with "buffalo power", which are also characterized by the Banner logo. Further information is available at*

**[bannerbatterien.com](http://bannerbatterien.com)**

**Franz A.Märzinger, MBA**

Sales and Marketing Manager

Banner GmbH, Banner Strasse 1, 4021 Linz

Tel. +43 (0) 732 38 88 21500, Fax Ext. 51500

Mobile +43 (0) 676 87 38 1500

E-mail: [franz.maerzinger@bannerbatterien.com](mailto:franz.maerzinger@bannerbatterien.com)

**[bannerbatterien.com](http://bannerbatterien.com)**