

Banner intensifies its teamwork with premium class car manufacturers

- **EFB batteries as a cost-effective alternative to AGM technology**
- **Lead-acid batteries offer a high degree of recyclability**

Leonding, 4 September 2017. From 2018 onwards, Banner will not only continue to supply the BMW Group with AGM batteries, but also its EFB range. As Banner Commercial CEO, Andreas Bawart, explains: “Deliveries are to be made to a total of four BMW Group locations in Europe and in view of our technical innovations, we are making a significant contribution to a reduction in the CO₂ emissions from modern vehicles. Moreover, many of our OEM customers have recently switched to EFB batteries as a cost-effective alternative to the AGM versions.”

Especially suitable for micro-hybrid drives

Lead-acid battery technology is mature, reasonably priced and offers a high degree of recyclability. The enhanced flooded battery (EFB) is a strengthened wet battery that is used primarily for micro-hybrid drives, which save fuel by means of braking energy recuperation and an automatic start-stop function. Accordingly, EFB and AGM technology represents a clear demonstration of Banner’s responsible approach to raw material conservation and sustainability. Moreover, the company’s trendsetting recycling loop, which facilitates the reemployment of every used battery, constitutes a benchmark for sustainable business practice.

The EFB battery is an all-rounder

Innovative, technological developments enable the EFB to meet the strict customer requirements regarding batteries in full. For example, special additives, non-woven, electrode sleeves, separators with minimum internal resistance and optimised, continuous cast mesh are all utilised. These advances have all contributed to the fact that leading automotive manufacturers are turning to the EFB battery as an alternative to more complex and cost-intensive AGM technology. The virtual full coverage introduction of the start-stop function in new vehicles and the increasing demands on their electrical systems and related energy supply are also lending additional impetus to the adoption of EFB technology.



Caption

Picture 1) The Banner Running Bull EFB for start-stop vehicles without energy recuperation, which is now also being used for the first time in cars with energy recuperation.

Photo: 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 800 across Europe. Banner produces and sells over 4.5 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. A company network of sales companies in fourteen countries provides retailer support and in addition Banner products are sold in more than 60 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 characterised by the Banner logo. Further information is available at bannerbatterien.com

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