

With its pioneering recycling loop, Banner is fully focused on the mobility of tomorrow

- **Banner guarantees a closed recycling loop from production to re-processing**
- **Lead-acid batteries demonstrate a higher recycling capacity than glass and paper**
- **Banner invests some EUR 2 million annually in environmental protection**
- **Banner start-stop batteries are making a major contribution to fuel savings**
- **Banner is facing the challenges posed by the mobility of tomorrow**
- **Having spent over EUR 50 million at the Leonding location since 2011, Banner is currently continuing to pursue its ambitious investment programme with a further EUR 15 million**

Leonding, 8 September 2017. Banner's responsible business approach is clearly demonstrated by its EFB and AGM technologies, which are employed in conjunction with so-called micro-hybrid systems and straightforward start-stop applications. Moreover, a ground-breaking recycling loop, which facilitates the reemployment of every used battery, constitutes a benchmark with regard to resource protection and sustainability. Start-stop batteries make a decisive contribution to the environmental compatibility of motor vehicles. In the 2016/17 financial year alone, they provided fuel savings of around 66 million litres and a reduction in CO₂ emissions of some 164,000 t.

Banner batteries demonstrate higher recycling capacity than either glass or paper

A well-established recycling loop with the highest recovery ratio of all the recyclable goods on the market means that lead-acid batteries from Banner represent an exemplary resource-protective and sustainable product.

Banner actually started to recycle used batteries 50 years ago and the materials thus obtained are treated and reintroduced to the production chain in the form of new products.

Battery suppliers such as workshops and retailers store used batteries in special containers ready for collection by Banner. Valuable raw materials including lead, sulphuric acid and polypropylene are thus returned to the manufacturing process.

In concrete terms, during the past 20 years the Starter Battery Environmental Forum (UFS), with Banner Österreich GmbH as one of its founder members, has been able to collect over 15 million used vehicle batteries. The raw materials that these contained, which for example included 160,000t of lead, were then recycled in their entirety by a special company in Austria.

As a result, batteries have achieved the highest collection rate of all the recyclable goods on the market, even outstripping glass and paper. Moreover, as a lead processing company, Banner takes its environmental responsibilities extremely seriously and employs treated lead from the recycling process.

A pioneering role with regard to investments in environmental protection and safety

The Banner plant in Linz-Leonding is designed to meet the strictest environmental and safety standards and the company only designates a vehicle battery as “green”, when apart from its use in drive concepts that reduce both fuel consumption and CO₂ emissions, the sourcing and reprocessing of the resources employed are organised in a manner that wherever possible excludes waste. In this respect, the lead battery is a model that has no equal among alternative vehicle battery technologies.

Furthermore, roughly EUR 2 million are invested in environmental protection at the Leonding location annually. Indeed, Banner regularly establishes fresh branch benchmarks with measures that incorporate everything from highly advanced filter technologies, which slash production-related emissions to a level well below the prescribed limits, to sophisticated safety concepts.

Business success through future-oriented start-stop batteries

Sales revenues again developed in a positive manner during the past 2016/17 financial year due primarily to environment-friendly, start-stop batteries. In fact, as a result of the strong demand for the Banner AGM (Absorbent Glass Mat) and EFB (Enhanced Flooded Battery) series, these high-potential batteries already accounted for a third of sales volume. Banner's

Commercial CEO, Andreas Bawart: “We are thus making a significant contribution to a reduction in the fuel consumption of modern vehicles and subsequent CO₂ emissions.”

Banner has accepted the challenges posed by the mobility of tomorrow

E-mobility is currently the predominant topic of discussion in the automotive branch.

Therefore, as Andreas Bawart confirms: “We are totally committed to this development and are making systematic progress towards the next generation of lead-acid batteries. We are already very much part of e-mobility, as every e-vehicle still requires a lead-acid battery for the supply of its electrical system.”

In addition to future-oriented start-ups, Banner is also supplying leading vehicle manufacturers such as the BMW Group with its quality batteries. For example, the electrical system of the e-powered BMW i3 is stabilised by a Banner lead-acid battery, which feeds power to the 12V consumers in the car.

Banner relies on responsible cooperation

Banner also continues to focus on the further development of environment-friendly battery technologies. For example, Banner’s premium AGM and EFB start-stop batteries number among the industry’s pioneering products. Andreas Bawart: “We are convinced that we can considerably boost the sales of these innovative batteries. Moreover, in future we will continue to do everything possible to make a major contribution to the domestic economy through our intention to carry out the required expansion of capacity in Upper Austria.”

Captions

Picture 1) Banner starter batteries for start-stop vehicles

Picture 2) Banner production *

Picture 3) The Banner battery recycling loop

Picture 4) Andreas Bawart, the Banner GmbH Commercial CEO *

*Pictures 2 and 4: © Andreas Wenter/Permanent Moments

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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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