



# **BÜFFELPOST**

**Banner THE POWER COMPANY**

## **SUSTAINABILITY & ENVIRONMENTAL PROTECTION: FULL POWER FOR ECO-FRIENDLY MOBILITY**



**TRENDSETTER  
WELL-EQUIPPED  
FOR THE FUTURE**

**ENVIRONMENTAL OFFENSIVE  
SUSTAINABILITY AS PART  
OF OUR PHILOSOPHY**

**CO<sub>2</sub>-REDUCTION  
COMBINED TRANSPORTS  
AS A SOLUTION**

## EDITORIAL

## EDITORIAL

Dear Partner,

We are currently facing a period of instability characterised by a downturn in the numbers of new vehicle purchases and the growing likelihood of an economic slowdown. However, thanks to the high quality of our products and a perfect service network, which has been built up steadily over the years, we can also view this situation as an opportunity. This is because precisely in times of uncertainty, stable and reliable partners such as Banner are in great demand.

We have long presented ourselves as an innovative enterprise and in fact the term "sustainability" has represented a vital aspect of our corporate philosophy, not just after its emergence as a buzzword, but rather since Banner's very beginnings. This is one reason, why for many years we have worked intensively on the creation of sustainable, environment-friendly starter batteries that represent a significant contribution to the mobility of tomorrow.

Banner has put its faith in a closed product cycle that extends from the manufacturing process to recycling and with regard to environmental impact seeks to achieve continual improvements, minimisation and prevention. The nucleus of the production process is formed by the employment of recycled lead and owing to the use of innovative manufacturing techniques Banner batteries have a recycling ratio of almost 100 per cent. As a result, our products possess the highest collection rate of all

the recyclable goods on the market and even outstrip glass or paper.

However, we are not content to rest on our laurels and instead continue to apply a systematic focus to these issues in order to put additional potential to intelligent use. For example, just recently innovative solutions such as combined transports in the logistics field and strategies for a reduction in CO<sub>2</sub> levels during production have been implemented. Furthermore, we spend several million euros annually on environmental protection measures that include the reduction and avoidance of emissions and noise, as well as investments in work safety.

We are grateful for the fact that with our strong team we are very well equipped to deal with the unstable times that are now imminent. Accordingly, we would like to take this opportunity to thank not only our employees, but also our suppliers, partners and customers for their loyalty and commitment. We are convinced that we will once again emerge from this turbulent interlude even stronger and continue to progress with our familiar buffalo power!



**Andreas Bawart**  
Commercial CEO



**Thomas Bawart**  
Technical CEO





## MARKET TRENDS

**START/STOP VEHICLES STEP ON THE GAS!**

Franz A. Märzinger  
Head of Marketing and Sales



Every current forecast points to the trend towards start/stop batteries. Indeed, it is predicted that by 2024 this technology, which reduces CO<sub>2</sub> emissions, will already be used in 68 % of all cars.

In the near future, the start/stop battery is set to squeeze the conventional lead-acid battery out of the market and it is already the case that over 90 per cent of new vehicles are fitted with this battery type.

The importance of this technology has increased steadily during recent years and if in 2019, start/stop vehicles constituted only 39 per cent of the car market, by 2024 this figure will surge to around 68 per cent. However, in this connection it should be noted that on average all the cars with absorbent glass mat (AGM) and enhanced flooded (EFB) batteries are only about four-years-old, but by 2024 this figure will rise to six years.

This development presents enormous aftermarket growth opportunities, as in the coming years many AGM and EFB batteries will thus require replacement.

#### LOWER CONSUMPTION – HIGHER GROWTH POTENTIAL

According to estimates, the volume of start/stop batteries in Europe should grow significantly in the period up to 2024 and amount to around 13 million units. The market would be divided roughly into 61 per cent AGM and 39 per cent EFB batteries.

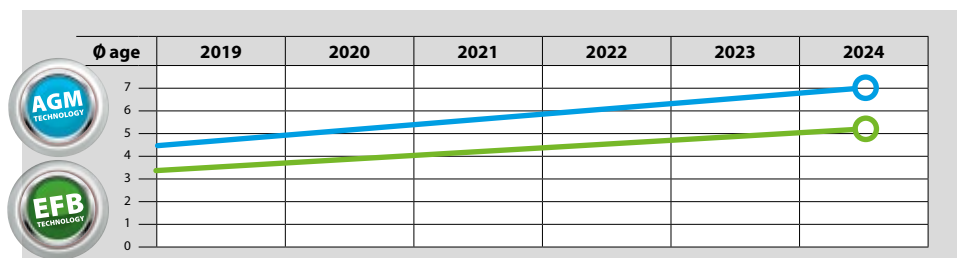
#### THE TECHNOLOGY FOR ENVIRONMENT-FRIENDLY VEHICLES

Today, AGM and EFB batteries are regar-

ded as constituting the leading technology in the field of environment-friendly vehicles. The start/stop function provides consistent reductions in fuel consumption and hence emissions, and consequently it is objectives in this connection that largely dictate the choice of the appropriate battery type. Above all, AGM batteries are employed in start/stop systems with a maximum power demand and braking energy recuperation. These characteristics apply mainly to middle- and top-of-the-range cars for which Banner's Running Bull AGM battery represents the optimum solution.

The EFB battery is used increasingly when the electronic charging balance, which is dependent upon special features and comfort consumers, permits and a good price-performance ratio is in demand.

With this innovative product portfolio and environment-friendly technology, Banner is thus ideally positioned for the future of car mobility.



**PORTFOLIO ADDITION**

# THE NEW Banner *POWER BOOSTERS*

Banner has further supplemented its range of accessories with the new PB12 und PB12/24 Power Boosters. These modern devices in Banner design are fitted with a high-performance AGM battery and are suitable for every type of vehicle.

## MAXIMUM POWER AND NEW FUNCTIONS

According to Andreas Bawart, Banner's Commercial CEO, "The new PB12 and PB12/24 Power Boosters offer maximum power in combination with proven technology. They also incorporate enhanced and new functions in Banner design." With this addition to its portfolio, as of now Austria's only starter battery producer has launched new boosters onto the market, which are fitted with a high-performance absorbent glass mat (AGM) power pack and are ideal for every make of vehicle.

## BUFFALO POWER ARRIVES IN SECONDS

For many years Banner has offered professional chargers, testing devices and boosters, which owing to its extensive knowledge as a manufacturer are precisely attuned to the demands and needs of starter batteries. The PB12 and PB12/24 Power Boosters have now joined this select range and offer starting assistance in extreme temperatures that feeds buffalo power into the recipient vehicle in seconds.

## A WEALTH OF PRODUCT ADVANTAGES

- A 12 V DC outlet allows battery charging from external sources, while in addition a 2.1 A USB outlet can supply tablets, smart-phones and many other devices.
- The solid housing permits demanding outdoor use.
- Reverse polarity protection with an acoustic warning signal ensures simple and safe handling.
- An on/off switch prevents both short circuits during clamping and battery discharge.
- An LED light on the tip of the negative, curved clamp facilitates use in the dark and a strong, flexible and long cable also makes charging simpler.
- The large LCD display shows test functions such as the voltage of the vehicle battery, as well as the device's internal battery in volts and per cent.

**THESE AND MANY OTHER FEATURES GUARANTEE SIMPLE OPERATION AND MAXIMUM SAFETY.**



Further  
information  
regarding Banner  
accessories.



## QUALITY OFFENSIVE

## KNAUS TABBERT TRUSTS IN BUFFALO POWER

For many years, Knaus Tabbert, a leading manufacturer of recreational vehicles, has depended upon reliable Banner quality.



The Knaus Tabbert company is located in Jandelsbrunn, Lower Bavaria, and installs various sizes of Banner AGM batteries in its recreational vehicles.

For more than fifty years, the company has offered innovative caravanning utility vehicles (CUVs), which are as robust as vans, but as homely as a mini-apartment. Company customers appreciate this combination of a complete range of caravanning equipment and exemplary comfort, which is equal to that of large mobile homes, but has been concentrated within the contours of a compact van. Right up to today, the CUVs number among the most successful vehicles of their type on the market.

### A POWER PACKAGE AND A FAMILY CUV

The cleverly designed, compact camper, which is based on the Fiat 238 and has an ingenious, elevated roof, not only convinces as a spacious transporter, but owing to its modular furnishings concept, also as a fully equipped, family CUV.

### Banner AGM BATTERIES SCORE WITH RELIABILITY AND POWER

As far as technology is concerned, the Bavarian professionals rely upon their decades of experience and first class suppliers. Accordingly, for many years Banner's top quality AGM batteries have been installed in a variety of company models.

## EXPORT

## Banner *IS IN THE FAST LANE IN ASIA*



Since 2014, Banner's Export Department has undertaken targeted measures aimed at capturing customers in the Far East. These efforts have met with success and at present the company has authorised importers and distributors in nine Asian countries, which in total already contribute over ten per cent of export sales revenues.

The Far Eastern product mix consists largely of top quality AGM and EFB start/stop batteries, and along with social networks and viral marketing, direct end customer discussions play a major role in their sale. In view of the long logistics routes, our service and supply promises are of special significance. Therefore, quick and professional order handling, serious forwarding thanks to first class ocean freight partners and not least, the high quality of the ex-works battery deliveries, all constitute major factors in Banner's success.



Günther Lemmerer  
Export Manager

European premium class vehicles also play a major role in Asia and the DNA of Banner products helps to bring out the very best in them. Indeed, arguments such as production in Austria, being a first fitter for BMW, Audi, Porsche, Daimler, etc. and a clear and undiluted brand image represent Banner's trump cards.

Consequently, the Banner Export Team plans to further consolidate the region's still largely fledgling sales structures and also intends to find new customers in additional Asian threshold countries.



## ENVIRONMENTAL PROTECTION

# FULL POWER FOR ENVIRONMENT-FRIENDLY MOBILITY

Banner possesses one of Europe's most modern battery plants and sustainability represents a cornerstone of its corporate philosophy. Not least for this reason, the company invests massive efforts in the production of environment-friendly starter batteries that constitute a central element in the mobility of tomorrow.



Andreas Bawart, Banner's Commercial CEO, is at pains to stress that, "Particularly as a lead processing company, we bear a huge responsibility to both humans and the natural world. Therefore, our research and production takes place in accordance with the highest quality standards and environmentally compatible procedures."

### FOR Banner ENVIRONMENTAL PROTECTION IS A MAJOR ISSUE

Banner has long employed a closed product cycle that extends from manufacture to recycling and with regard to environmental impact, seeks to achieve continual improvements, minimisation and prevention. The heart of the production process is formed by the employment of 98 per cent recycled lead and 80 per cent of battery box material consists of polypropylene recyclate. In addition, since 2015 the company's entire electricity needs have been supplied by renewable energy sources and 60 per cent of the power employed is used for battery charging. As a result of innovative manufacturing procedures, Banner batteries demonstrate a recycling quota of virtually 100 per cent and for many years the company has invested several million euros annually in environmental protection measures. These include activities aimed at reducing or avoiding emissions and noise, as well as spending on work safety.

### Banner BATTERIES HAVE A HIGHER RECYCLING RATIO THAN GLASS OR PAPER

A well-established recycling system with the highest collection ratio of all the recyclable goods on the market means that Banner's lead-acid batteries represent a model of resource efficiency and sustainability. Inde-

ed, Banner started to recycle used batteries many years ago and the reprocessed material is returned to the new product manufacturing chain. Workshops and retailers provide new batteries and place used batteries in special containers for collection by Banner. Valuable raw materials such as lead, sulphuric acid and polypropylene thus re-enter the production cycle.

In concrete terms, during recent years the Starter Battery Environmental Forum (UFS), with Banner Batterien Österreich GmbH

as a founder member, has collected more than twenty million used vehicle batteries. These contain the raw materials that include approximately 200,000 t of lead, which is virtually entirely recycled by a specialist Austria company. Consequently, this metal has the highest collection rate of all the recyclable goods on the market and in other words, outstrips glass or paper. Moreover, as a lead processing company, Banner takes its environmental responsibilities extremely seriously and employs treated metal from the recycling process.



**SUSTAINABILITY****INNOVATIVE SOLUTIONS FOR CO<sub>2</sub> REDUCTION**

In the course of their activities Banner's purchasing and logistics departments have a significant influence upon the company's CO<sub>2</sub> balance. Therefore, environmental aspects and the careful use of resources constitute a major aspect of all decisions in these areas.

How can we reduce the volume of CO<sub>2</sub>-intensive transports? Where is potential available for a transfer from the roads to rail? These and other questions are the object of constant evaluation by our experts in discussions with logistics partners and one example of the

results is the use of so-called combined transports in the import field.

**COMBINED TRANSPORTS CUT TRAFFIC LEVELS**

Combined transports mean that trucks are still used for the initial kilometres from the supplier to the nearest station, but then the semi-trailers are placed on trains. Consequently, the bulk of the journey takes place by rail and trucks are only employed for the final stretch from the rail terminal to Banner. This methodology makes a major contribution to reducing both road traffic and the CO<sub>2</sub> emissions caused

by our forwarding activities. In fact, Banner is making every effort to increase the share of low-emission systems in its transport requirements.

**LARGER PRODUCTION CAPACITIES, SHORTER TRANSPORT ROUTES**

One advantage that Banner enjoys is that its plastics plant, which is part of the company group, is located only roughly ten kilometres away from the battery works. Therefore, every delivery that it dispatches represents a sizeable contribution to minimising the CO<sub>2</sub> emissions emanating from transportation.

**ENERGY EFFICIENCY****Banner BANKS ON ENVIRONMENT-FRIENDLY PRODUCTION**

Numerous measures have also been implemented in the production area, which correspond with a responsible approach to resources, the environment and society.

In recent years new, dry filter systems have been installed, which have further markedly reduced the level of lead dust emissions. In fact, owing to the use of this modern and most efficient type of filter, these are now ten times below the legal limit.

**ENERGY EFFICIENCY HAS LONG BEEN AN IMPORTANT CRITERION**

Every project and investment is assessed with respect to a careful approach to energy resources (electricity and gas) and one major objective is a lasting cut in electrical power consumption. For example, waste heat from rectifiers is utilised to heat the container formation production halls in winter and the heat emitted by the pre-dryer in pre-production is employed to warm the pasting hall. Furthermore, Banner seeks to use the latest technologies such as an IGBT rectifier in order to raise electrical efficiency to a constant level of 98 per cent.

As a result of a new compressed air production control system, we are now able to take full advantage of the idling energy from the compressors and also reduce the demanded pressure. Moreover,

despite the continuous enlargement of our production capacity, natural gas consumption has fallen. The waste heat from compressed air production is also exploited and every year this again saves a considerable volume of energy.

**RESOURCE-SAVING PACKAGING**

Seventy per cent of batteries are packaged using the winding process and only 30 per cent utilising shrink-wrapping, thus conserving both natural gas and film material. Forward-looking planning also enables the effective avoidance of battery recharging and parts of production are already illuminated with low-energy LED lighting, which in future is to be expanded further. Indeed, additional measures for the coming years are currently in the planning phase.

## Banner WEBSITE

# Banner **BATTERY KNOW-HOW ONLINE!**

On the Banner website, [www.bannerbatterien.com](http://www.bannerbatterien.com), a comprehensive content area is now available, which contains battery-related topics such as valuable tips and tricks, how-to videos, the very latest information relating to the start/stop subject and a great deal more besides.



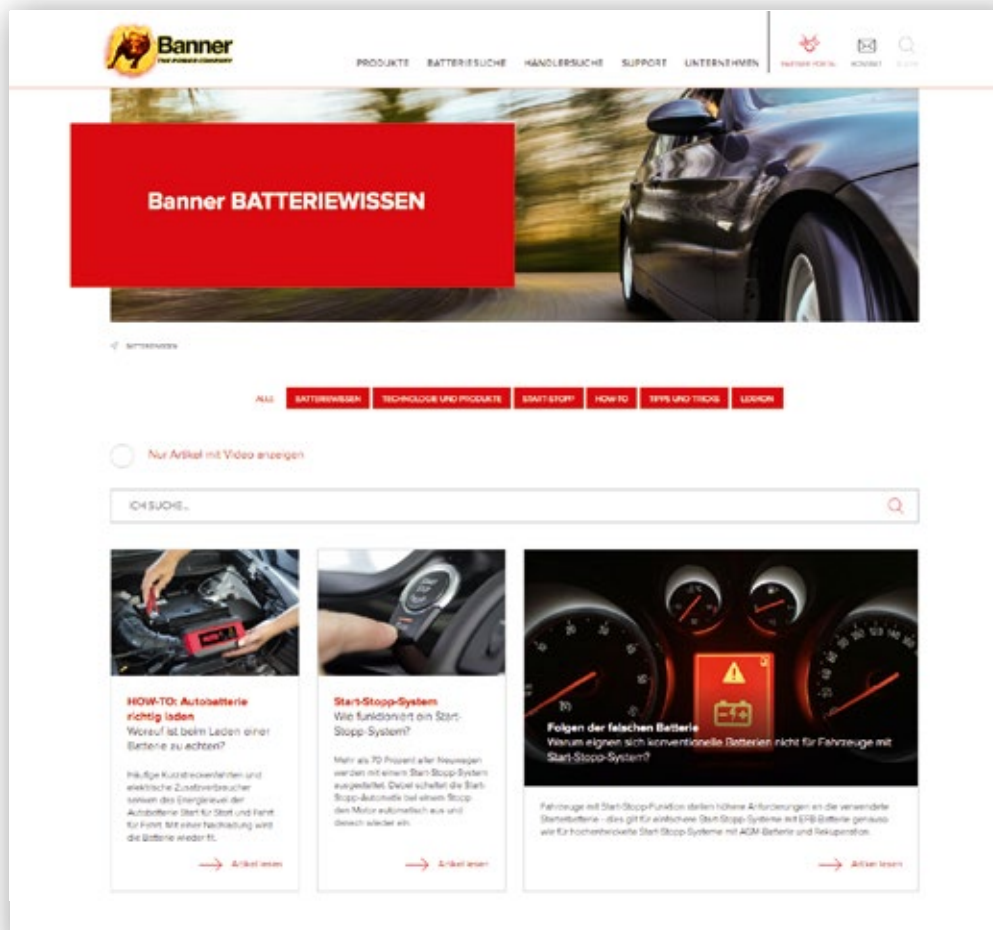
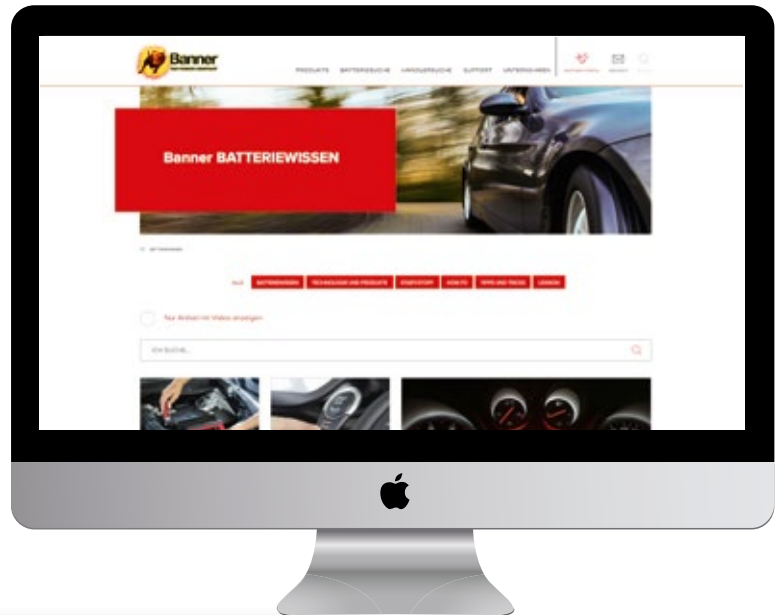
Andreas Sperl

## WHY IS CONTENT-MARKETING RELEVANT FOR Banner AND ITS PARTNERS?

Content marketing offers value added to customers in an informative and entertaining manner with the aim of awakening their interest in the company. Therefore, it differs from conventional advertising messages by providing straightforward, useful information regarding Banner's high-quality products.

## RETAILER SEARCHES GUIDE NEW CUSTOMERS TO YOU!

Via search machines such as Google, the new content will also be suggested to potential customers as support for their requirements. A connected retailer list will then offer users the contact data of Banner partners, in order to



## Banner BATTERY KNOW-HOW



give them an opportunity to get in touch directly, arrange a consultative appointment, or place an order.

**THEREFORE, A LOOK AT THE Banner WEBSITE ALWAYS PAYS DIVIDENDS!**



**BATTERY AND WINTER TIPS**

# FULL POWER FOR YOUR BATTERY BUSINESS!

No permanent frustration with permafrost!

In view of the approaching sub-zero temperatures, battery business certainly has your special attention. In icy weather, battery problems lead to start difficulties and these provide you with an opportunity to generate valuable extra sales. The ideal approach is as follows:

**1. OFFER A BATTERY CHECK**

Full cold start performance, or preferably a battery change? Whatever the case, Banner sales partners are fully prepared. The next winter is certain to arrive and a powerful battery is vital for the retention of reliable mobility. For this reason, Banner's trading partners now offer a rigorous battery check. Moreover, using a professional tester, the status of every starter battery can be expertly examined on the spot. Ideally, a test protocol regarding battery performance is also provided and this enables the client to see in black and white if the car battery is fit enough for the coming winter, or should be exchanged.

**2. PUSH BATTERY BUSINESS**

Another advantage for you as a sales partner is provided by Banner's large available range of batteries for every car make and model. Should battery performance be weak, you can refer to this product programme at any time and carry out a reasonably priced battery change. The fact that quality batteries from Banner have achieved global success is no accident because they combine maximum starting power, additionally improved cold start characteristics and optimised current intake capacity. All of which adds up to an enhanced charging capability and a long service life.

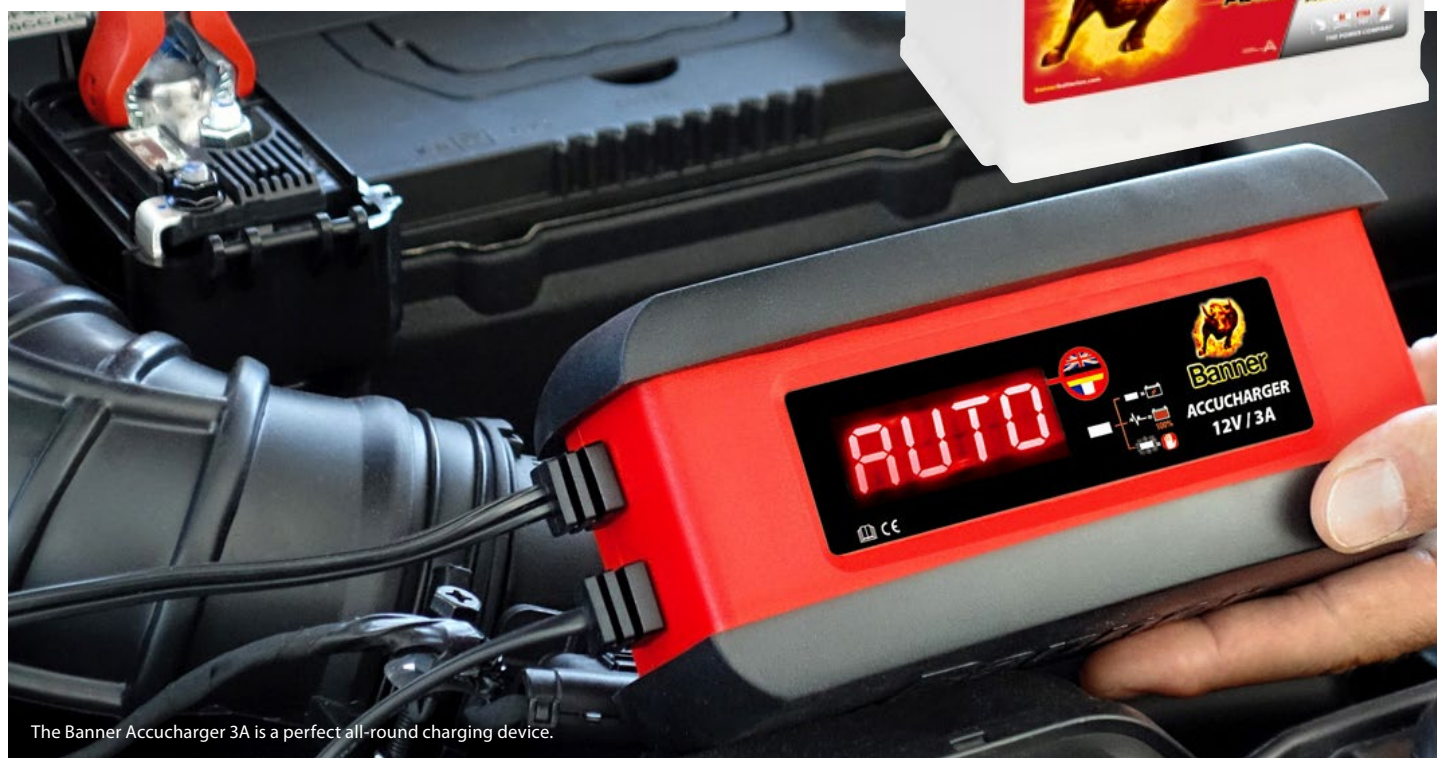
**3. NOTE THESE IMPORTANT B2B-TIPS FOR BATTERY STORAGE**

- Store batteries in a cool and dry place (between 0° and +25° C).
- Carry out regular checks of the stored batteries with regard to open circuit voltage. Recharge immediately should 12.50V be reached.
- Do not sell batteries with an OCV of < 12.60V!

**Banner  
HOW TO  
CHARGE  
BATTERIES**



**Banner  
HOW TO  
OVERWINTER  
BATTERIES**



The Banner AccuCharger 3A is a perfect all-round charging device.

## CONGRATULATIONS

**GIANFRANCO VASTANO IS 70!**

Banner would like to offer its sincere congratulations to Dottore Gianfranco Vastano, our long-term partner in Italy, on the occasion of his seventieth birthday, which he celebrated on 18 September 2019.



To a certain degree, Gianfranco has "lead in his veins", as he has spent his entire professional life working in the Italian starter battery market. In 1998, he founded his own company, Trade Point S.r.l., in Milan and concluded a so-called agency agreement with Banner for the whole of Italian territory. This was to prove to be the start of a genuine success story and under commission from Banner, Trade Point acts as a wholesaler supplying customers in northern Italy with the company's

brand batteries. In addition, it has created a network of regional distributors, who place large orders directly with the Banner plant and receive additional deliveries from the Trade Point warehousing in Milan. As a result, during the first decade of this cooperation, over a million Banner starter batteries were already sold. We wish Gianfranco prolonged good health and plenty of energy, in order that he can continue to provide the generation change at his company with further robust support.



## TRADE FAIR ANNOUNCEMENT



**18TH INTERNATIONAL  
TRADE FAIR FOR  
INTRALOGISTICS SOLUTIONS  
AND PROCESS MANAGEMENT**

**MESSE STUTTGART  
10-12 MARCH 2020  
STAND H 30/  
HALL 10**

## PERSONNEL

**NEW NATIONAL SALES MANAGERS**

Banner is pleased to announce the addition of further competent members to its team.



The new National Sales Manager in Austria, **Kurt Gatterbauer**, possesses long-term sales experience in the car, truck and two-wheel areas. He finds Banner especially attractive owing to the fact that it is a family-owned company, which has anchored continuity and stability as values in its corporate philosophy. In conjunction with his team, his main aim is to undertake process-related, structural and organisational adjustments in order to be able to react to a permanently shifting market in a quick, sustainable and customer-oriented manner.



For the new Banner Bulgaria branch manager, **Bogdan Hadzhiyanchev**, the strong ties between existing customers and the company have proven particularly impressive. He also appreciates the efficient process structure, the long-term professional experience of his team, and the outstanding quality of the products and their resultant market popularity. His main objectives are to quickly increase customer numbers and strengthen Banner's presence in the Bulgarian market.



**HONOUR****A Banner CUSTOMER RECEIVES A HIGH AWARD**

On 13 May 2019, at a ceremony held in the regional parliament building, the governor of Upper Austria, Thomas Stelzer, presented Mr. Gunnar Andersson from Stockholm (Sweden) with the Upper Austria Order of Merit in Silver.

**G**unnar Andersson has been a loyal Banner customer since 1976 and his receipt of this important Upper Austrian distinction was in recognition of this long and reliable business relationship, as well as twenty years of service as an Austrian Honorary Consul.



Photo from l. to r. 1st row: Birgit Gerstorfer – Upper Austrian Parliamentary Secretary, Aila Andersson, Gunnar Andersson, Governor Thomas Stelzer; 2nd row: Dr. Albrecht Zimburg – Trade Delegate in Stockholm, Erwin Kaufmann – Export Manager ret., Governor Dr. Josef Pühringer ret.

**RETROMOBIL GALA****Banner SUPPORTS THE RETROMOBIL GALA**

In summer Banner supported the first “RETROMOBIL GALA KRAKÓW” historic vehicle elegance competition, which was held under the motto “On the trail of objects from the UNESCO World Heritage List”.

**T**he visitors enjoyed a successful event, which was dedicated entirely to the history of the automotive industry. Top quality veteran cars from various Polish regions were on display alongside models from Germany, Austria, France, the Czech Republic, Slovakia and Latvia. At this point, we wish to thank both the organisers and participants in the show, which due to their efforts proved to be a very special automotive occasion.

## **INTO WINTER WITH MAXIMUM POWER!**

At the end of this edition, we would like to wish all of Banner's customers, partners and friends, a flying start to the winter!





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



# Banner

***THE POWER COMPANY***

**IMPRINT:**

Media owner, publisher: Banner GmbH, 4021 Linz, Postfach 777, Salzburger Straße 298

Responsible for the contents: Banner GmbH, Andreas Bawart. . All rights reserved.

Reprints only allowed with written permission. Place of publication: Linz

**bannerbatterien.com**

