



BÜFFELPOST

Banner THE POWER COMPANY

DIGITALISATION: **SHAPING THE** **QUANTUM LEAP**



**DIGITAL
TRANSFORMATION**
Banner IS USING
ITS CHANCES

**INNOVATIONS &
TRENDS**
NEW COMMERCIAL VEHICLE
STARTER BATTERY PROGRAMME

SUCCESS FACTOR
DATA
DATA MANAGEMENT
VIA DVSE TOPMOTIVE

EDITORIAL

EDITORIAL

Dear Partner,

A review of the events of recent months once again shows just how strong the entire Banner team actually is. Cohesion and perfect crisis management were in demand to an unprecedented extent and from the outset the company took the topic of COVID-19 very seriously. Not least due to this concern, the correct measures were implemented in order to ensure that this turbulent period could be successfully withstood in unison.

The rapidly installed crisis committee acted with foresight and constantly at just the right moment. Regular meetings, guidelines and canteen rules were initiated, home office regulations implemented and production suspended for two weeks in a move similar to that used by our OEM customers. In order to not only safeguard the jobs, but also first and foremost the health of all our employees, temporary short-time working measures were introduced at both our plant and branches. During the lockdown, Banner did not have a single case of corona in the plant, which also speaks for the efforts of the crisis committee.

Changes such as these indicate clearly the importance of a well-established team that can react flexibly and as a unit. We have long seen ourselves as a company that

does not merely adjust to the changes deriving from current social trends, digitalisation or the fourth industrial revolution, but instead wishes to play an active role in shaping such transition. For us, this means scrutinising the working methods in all of our departments at regular intervals and the fact that self-reflection and quality controls within the framework of a continuous improvement process (CIP) are at the top of Banner's daily agenda. Indeed, digitalisation and upheavals present opportunities for the further optimisation of products, procedures and service quality.

Gratitude is due to both our employees for their outstanding performance, as well as our loyal customers, who both during and after critical periods join us in designing the future. We look forward to working with you all on a return to top gear charged by the usual spark of innovativeness and Buffalo power!



Andreas Bawart
Commercial CEO



Thomas Bawart
Technical CEO



VIEWPOINT: FUTURE

THE DIGITAL TRANSFORMATION AT Banner

Undoubtedly, social media, big data, cloud services, smart devices, the Internet of Things, chatbots, robots, bubble algorithms, zero screen, deep learning, artificial intelligence and blockchain are terms and phenomena that are not familiar to everyone. However, they are intended to shape the ability of the company to master the digital future.

Barely a month passes without the arrival of new players or developments on the road to digital transformation. But where is this journey leading? The management guru, Reinhard K. Sprenger has formulated the status quo as follows, "Today is the slowest of our lives. All of the next ones will be faster."

RAPID CHANGES

The environment in which the company operates is evolving rapidly due to both technological and social transition. We cannot and may not ignore these shifts, and instead must focus on the related opportunities. For as an ancient Chinese saying succinctly states, only two viewpoints are possible, "When the wind of change blows, some build walls, others a windmill."

RECOGNISING POTENTIAL, SEIZING OPPORTUNITIES

At Banner, we have adopted a highly proactive approach to this situation, but this does not mean that we intend to cast aside everything that already exists. Instead, we seek to use the new opportunities offered by digitalisation to consolidate our strengths and thereby further intensify our customer focus. For only thus can future company success be guaranteed. However, the question arises as to how this can be achieved? In this regard, I agree with Sprenger that humankind generates the impetus for change and technology can only be the consequence. Therefore,



Christian Ott,
Chief Information/
Digital Officer

individual employee training represents a key criterion with respect to Banner's digitalisation and we regard the following areas as being of critical importance to the success of this transformation:

- **Customer orientation** – A focus on client relations, personalised offers, digital communications and sales channels.
- **New digital strategies and business models** – Questioning existing offers with the latest technologies, in order to provide additional or expanded performance. The use of new platforms and the development of cooperative ventures within innovative business areas.
- **Fresh approaches to management, corporate culture and work** – Managerial principles must be adapted. The digital leader is characterised by creativity and innovativeness.
- **Optimised and automated processes** – These must be standardised and designed to be fast and efficient. Process digitalisation facilitates the networking of partial tasks that are free from media discontinuity.
- **Digital marketing** – The availability

and analysis of customer, product and sales data permit the ongoing optimisation of sales and marketing.

- **New technologies** – These must be considered within the context of the fourth industrial revolution and the Internet of Things, and then employed in combination within the company.
- **Application platforms and cloud** – Effective data use demands a flexible infrastructure that offers overall accessibility and integrated platforms. In this connection, the greatest possible IT security is obligatory.

I regard the preparation and implementation of concepts for Banner's digital transformation as my fundamental task and in order that this mission can be accomplished, intensive cooperation with customers and partners both within and beyond the limits of the company is essential.

OUTLOOK

BATTERY SALES ARE BECOMING AN ALL-YEAR BUSINESS

Global climate change with its higher temperatures has also affected the monthly spread of starter battery sales. Banner has responded proactively in order that customers can benefit from additional business.



Franz A. Märzinger
Head of Marketing and Sales



In recent years, the sales curves with partly extreme peaks from December until February have flattened out and battery business is steadily shifting from a seasonal to an all-year pattern. Although this trend has resulted in the loss of interesting replacement sales during extremely cold spells, it also means that business has become easier to plan.

Banner CAN FULFIL DEMANDING EXPECTATIONS

We have noted a decline in the readiness of our customers to stockpile batteries for the winter, as well as an increased expectation of extremely rapid deliveries should the weather suddenly become chillier. Banner is extremely well prepared for this development and in order to deal with any possible sales fluctuations, appropriate

quantities of batteries are kept in readiness in the central warehousing and over 25 delivery stores across Europe.

Banner customers can thus rest assured that we are capable of reacting to short-term requirements quickly and on time. As a result, they can also count on being able to profit from any additional business that may occur.

PRODUCT INNOVATIONS

A NEW COMMERCIAL VEHICLE STARTER BATTERY PROGRAMME FOR 2020

Banner has long been recognised as a specialist supplier of top quality batteries for the commercial vehicle segment. Moreover, the range on offer is continually augmented with innovative products and features.



Günther Lemmerer
Head of Starter Battery Exports &
Product Management

Not least for these reasons, respected manufacturers such as DAIMLER and LIEBHERR first fit with our products. Furthermore, the Buffalo Bull selection, which represents Banner's retrofitting programme, can rightly claim to offer the market modernity and top quality.

- **"Gold" Buffalo Bull EFB:** top products for the highest energy requirements in vehicles such as long-distance trucks
- **"Silver" Buffalo Bull SHD:** modern SHD batteries for the most frequently used European truck models
- **"Black" Buffalo Bull:** an extensive product programme for commercial vehicles and agricultural machinery

AGAINST THIS BACKGROUND, WE HAVE UPGRADED OUR BUFFALO BULL SERIES AS FOLLOWS:

- The EFB programme has been supplemented with an additional 150Ah-type (A-box).
- Expanded metal lead/calcium mesh is now also being used in the standard Buffalo Bull types, thus guaranteeing zero maintenance (no water refilling) under standard operational conditions throughout the life of the battery.
- Switch of most sets to more environment-friendly black boxes and lids partially containing recycle.

Owing to the fact that for many years, battery first fitting in trucks has been limited to models with block or double lids, we have decided to streamline our SHD range and reposition the following SHD PROfessional successor types:

- **Withdrawal of the SHD 640 35 (A-Box) =>**
Alternative: SHD PRO 645 03
- **Withdrawal of the SHD 680 32 (B-Box) =>**
Alternative: SHD PRO 680 08
- **Withdrawal of the SHD 725 11 (C-Box) =>**
Alternative: SHD PRO 725 03

For additional information regarding the implemented changes, please log on to the Banner website, or get in touch with your personal Banner contact. We are certain that with our Buffalo Bull programme we have established an ideal position in the quality competition and will continue to further expand our market shares in the commercial vehicle segment in the years to come!

"GOLD" BUFFALO BULL EFB

- Electrical system batteries in the commercial vehicle sector have to increasingly meet rising demands, e.g. comfort functions in long-distance trucks, or integrated rear installation.
- Specifically for these toughest of requirements, Banner has developed the Buffalo Bull EFB, which was launched onto the market in 2018.
- NEW! Addition of the EFB 650 17 type (A-box).



"SILVER" BUFFALO BULL SHD PROFESSIONAL

- Provides full power in every commercial vehicle.
- Super heavy duty (SHD) batteries for modern trucks with high energy demands, especially in long-distance and bus operations.
- A replacement battery for Daimler ACTROS and the OE batteries of other European manufacturers.
- NEW! Withdrawal of the three 640 35/680 32/725 11 SHD types in favour of the modern SHD Professional models.

"BLACK" BUFFALO BULL

- Reliable technology and quality.
- A extensive range for a variety of applications in commercial vehicles and agricultural machinery.
- The two 650 11 (1.150A) and 680 11 (1.400A) high-voltage types for special vehicles with heavy towed loads (e.g. hydraulic equipment), which must be activated during starting. Use in sweeping machines, high-pressure road washing trucks, construction machinery and snow groomers.
- NEW! Use of expanded metal lead/calcium mesh in the standard Buffalo Bull types. Switch of most sets to more environment-friendly black boxes and lids partially containing recycle.



DIGITALISATION**FIRST FITTING DATA EXCHANGE**

Harald Fiebiger
OEM/OES Business Area Manager

The COVID-19 crisis has again demonstrated the importance of optimum, internal and external information flows.

Such flows facilitated a precise response to the production shut-downs and full capacity restarts amongst our OEM customers. Following a brief standstill phase, which was bridged with home office and short-time working, from June onwards virtually all of our first fitting clients again required top quality Banner products. These events underlined the value of local sourcing involving teamwork with reliable partners offering the shortest possible delivery chains and negligible risks. Moreover, apart from these factors, Banner also scores with ideal data exchange processes:

DATA EXCHANGE AT Banner:

1. The invitations to tender from the automotive manufacturers, customer requirements and sub-supplier offers are all configured via the various B2B portals.
2. Following order allocation, via the portals Banner receives delivery contracts and blanket orders, which establish the framework conditions and prices, and provide information regarding logistics, quality requirements and capacity, etc.
3. The delivery call-offs from the individual customer production plants enter our ERP system (Oxalon) directly via an EDI link and contain both the quantity to be delivered for up to a year in advance, as well as the detailed daily call-offs. This results in the planning of production from plate manufacture to battery assembly and container formation (CF).
4. Every single battery is allotted a 2D code, the content of which is determined by the customer. The code allocates to the battery to a certain vehicle and is also used at the customer location.
5. An advance shipping notice (ASN) is communicated per EDI or special applications in the B2B portals for the control of the receipt of delivery process at the customer's premises. The ASN contains all the delivery information and upon receipt of the goods, the customer logs the 2D battery code for optimum tracing.
6. Finally, via the portal, the customer provides the self-billing invoices, notices of payments, claim notifications and test reports.

DVSE DATA**DIGITAL DATA MANAGEMENT ON A PRODUCT LEVEL!**

Data represent the foundation stone of successful marketing.

Having a presence on the Internet and supplying digital data no longer represents a matter of customer prestige, but a marketing strategy necessity. This is because one does not chase quality customers; one approaches them! Therefore, current and potential clients are increasingly informed about products online and employ product comparisons.

EVERYTHING FOR SUCCESSFUL BATTERY BUSINESS

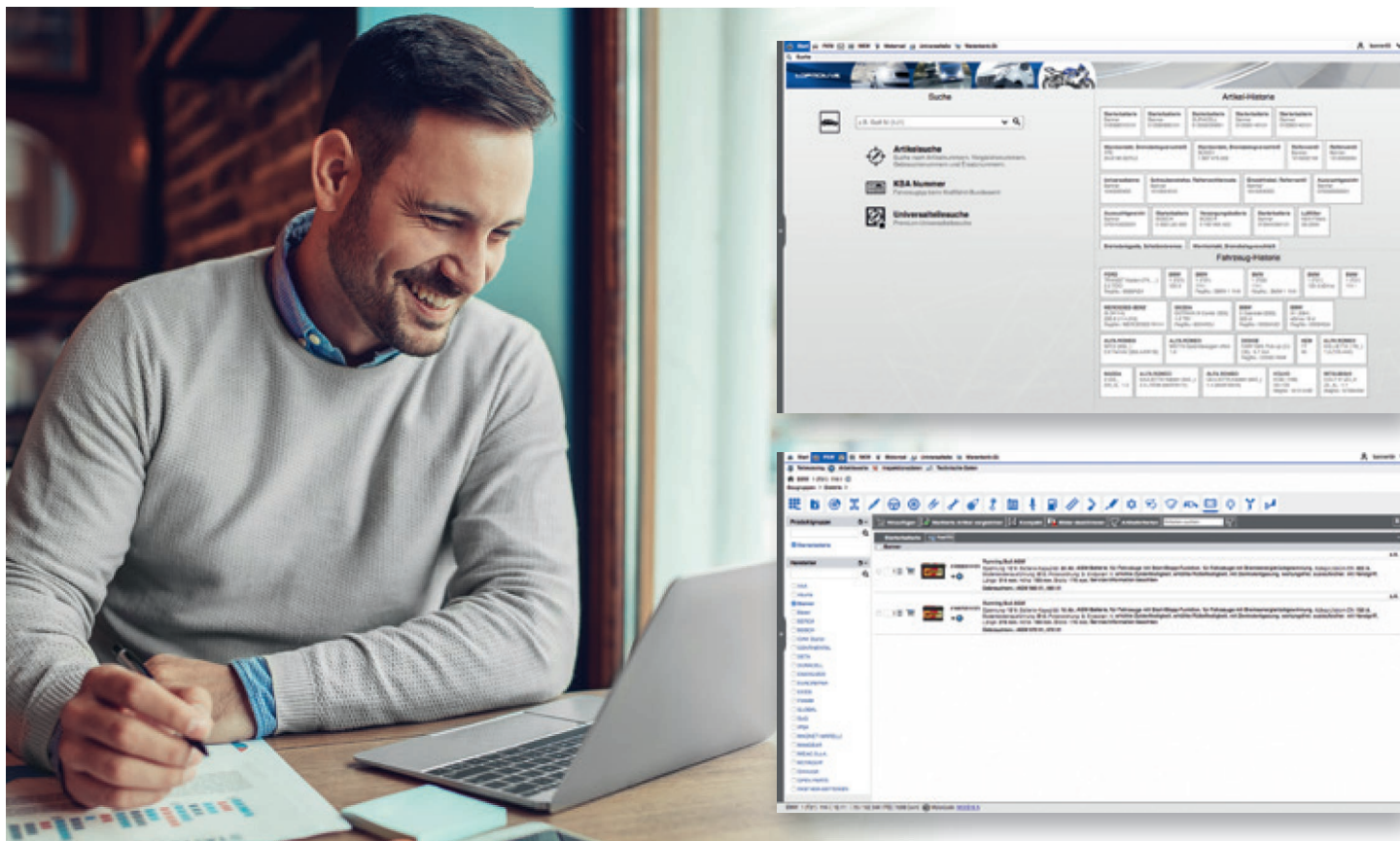
Banner's DVSE data contains everything that you and your employees must know for successful battery business. It is precisely for this reason that via DVSE Topmotive (Europa's market leader with regard to catalogue, information, goods and dealer management systems for the independent automotive aftermarket), Banner constantly provides current automotive data from the battery world. Apart from simple article searches, DVSE offers the very latest part categorisations, comparisons, inspection details and much more besides. In addition, along with direct article searches, we offer our sales partners a supplementary service. This platform, the possibility for online data enquiries and general process optimisation are ready and waiting for you! Operation and user guidance is designed to be logical and intuitive and has a clear, well-organised structure.

A CONGENIAL PAIRING IS IN PREPARATION

At present, we are working intensively on a further upgrade, as within the next three to five years the DVSE Topmotive TecCat part catalogue with Banner data and guidance functions is to be linked to an intelligent B2B e-commerce solution. At present, the Banner web shop is also undergoing a test run in Austria and with the findings thus obtained will be turned into an improved iterative process. Moreover, a rollout plan for Europe is in preparation. The "Buffalo Post" customer magazine will continue to provide you with information regarding current developments.

THE DATA SUCCESS FACTOR:**Banner DVSE DIGITAL DATA IN A TECCAT E-CATALOGUE**

The Banner TecCat e-catalogue is a part information system for the automotive branch, which contains useful information and effective solutions for correct battery identification, effective marketing and smooth teamwork.



IT STANDS OUT DUE TO

- Data for over 360 articles
- More than 840 product photos
- Over 23 video links
- Article searches from A for Audi to Z for Zastava with in excess of 8,000 OE, used and comparative numbers
- A clear vehicle search according to maker/model/production year for 39,000 cars, over 16,000 commercial vehicles (buses, trucks) and newly, more than 16,000 motorcycles

THE BASIC FUNCTIONS IN BRIEF

Apart from simple direct searches for all Banner batteries and accessories, we offer:

- Uncomplicated universal part searches for accessories such as chargers.
- AWD/OC working values, e.g. for battery changes in any car/commercial vehicle (buses and trucks) with the working time as an integrated benchmark.
- Inspection data.
- Article/vehicle history.
- The very latest battery categorisations.
- Battery type comparisons – assess marked articles by clicking two battery types.
- In Germany vehicle searches are possible using the KBA number (Federal Motor Vehicle and Transport Authority), simple entry of the HSN (key ma-

nufacturer number) and TSN (key type number) from the vehicle licence/registration certificate.

- In preparation as an option for various European countries, or if necessary; simple and speedy battery identification via registration searches is possible.
- In addition, permanent data comparisons for improved vehicle and part identification.

With this Banner TecCat e-catalogue, we offer our customers an additional service free of charge!

Via a contract with Banner, every customer and sales partner can use the catalogue's content online in their own e-catalogues for free!

THE FOLLOWING POSSIBILITIES FOR DATA USE EXIST

(DVSE Topmotive data in 2.4A TecDoc file format):

+ You have an electronic part catalogue from the DVSE Topmotive company

In this case the Banner data is displayed for you automatically.

+ You have an in-house part catalogue, which enables you to employ TecDoc/TecAlliance data

In this case we must request you to sign a data use agreement with Banner. You will then receive the data free of charge via an FTP server download access and can integrate this into your catalogue at own expense.

+ You already have an electronic part catalogue from the TecDoc/TecAlliance company

In this case we must ask you sign a data use agreement with Banner. You will then receive the data free of charge via an FTP server download access. You then transfer this together with the data use agreement to TecDoc and request that the data be fed into your catalogue. TecDoc will invoice you for the related manipulation costs. Use this platform and the resultant digital possibilities.

PURCHASING/LOGISTICS/DISTRIBUTION

COMPETITIVE ADVANTAGES THANKS TO DIGITALISATION

Banner is using the opportunity created by digitalisation to study joint processes and thus avoid isolated solutions.



Thomas Schmidt
Head of Purchasing and Logistics

Digitalisation is not an end in itself, but rather is aimed at raising levels of competitiveness, efficiency and customer orientation. Furthermore, an optimum overall solution is only possible when every process interlocks.

DIGITALISATION IN PURCHASING

In the purchasing area digital technologies offer innumerable possibilities. Some aspects of supplier orders are already virtually fully automated from the stated requirement to delivery, but at present invoicing checks are not included. However, this is soon to change and then Purchasing will only intervene in cases where deviations (price, quality, quantity, delivery date) occur. Every other aspect is to be automated to the greatest possible extent, which will require close and open cooperation with suppliers.

In addition, in times of uncertainty (trade disputes, COVID-19), the supervision of delivery chains within the scope of risk management constitutes a major factor in the generation of competitive advantages. The monitoring of suppliers and transport routes is automatic and operates virtually in real time, in order to allow an early response to disruptions within the supply chain.

PROACTIVE RISK MANAGEMENT

During the COVID-19 crisis, our proactive risk management maintained the supply of manufacturing materials and protective equipment such as fine dust masks, without which production in the areas employing lead is forbidden. The intensive communications with our strategic suppliers, who also come from Italy, France and the UK, which were countries hard hit by the corona virus, also proved to be a major success factor because at the first sign of possible delivery interruptions we were able to react promptly and in time. However, it



was frequently the case that not only supplier output provided us with headaches, but also the transportation of the goods to Banner. Transport times lengthened and trucks were basically difficult to obtain. In such times of crisis it helps to have long-term partners upon whom one can rely.

THE SUPPLIER MANAGEMENT SUCCESS FACTOR

This situation also showed that in order that everything functions when it is most needed, supplier management simply cannot be neglected in times when everything is running smoothly. One has to know one's material groups, suppliers and dependencies, be ready for crises and prepare options in advance, which if needed can be relied upon. In our estimation, the current situation will remain tense for months to come and although in the meantime a certain degree of normality has returned, we remain on the alert and in

close consultation with our suppliers and logistics partners.

A NEW INFORMATION SYSTEM IS COMING

In future, we will pay even greater attention to external logistics in order to tighten our control over goods flows. At present, we are implementing this approach with regard to imports from Asia and are developing an information system that will pinpoint where goods are located. We hope that this will provide us with more precise information regarding delivery time and dates.

The possibilities offered by digitalisation are certain to increase and we intend to do everything possible to use them to optimum effect in the interests of our employees, suppliers and customers.

NEW AGS PROJECTS

Banner **BATTERIES FOR TIWAG/TINETZ**

TIWAG is the largest energy supplier in the Austrian province of Tyrol and employs Banner batteries in nine large and thirty small-scale power plants for the securing of supply.

In addition, 500 TINETZ-Tiroler Netze GmbH stations throughout northern and eastern Tyrol are equipped with Banner batteries, as is the 53-station, TIWAG/TINETZ radio-link-system. The highest of these stations is located on the Krahberg/Venet peak in Zams at a height of 2,208 m above sea level.


**TIWAG POWER PLANT
LOCATIONS AND CAPACITIES**

Kaunertal	392MW
Imst	89MW
Silz	781MW
Kühtai	130MW
Kirchbichl	19MW
Langkampfen	32MW
Kalserbach	12MW
Amlach	60MW
Achensee	79MW

SALES

Banner **REGROUPS IN TURKEY**

Banner has optimised its sales structure in Turkey.

In September 2018, the Banner Turkey sales company was shut down after roughly seven years of operations. The reasons for closure related to the massive slump in the value of the Turkish lira, rapidly rising inflation and the country's difficult economic situation.

At the same time, Banner drew up plans for an alternative sales organisation in order to maintain a presence in this strategically important sales market, which is characterised by the following key data:

- Commercial vehicles, e.g. Daimler Trucks, MAN
 - Battery retrofitting market of 5 million pcs/year
 - Low battery life of around 4 years (hot summers, cold winters)
- Turkey has a hotly contested battery market, but in a very short space of time Banner has been able to achieve re-entry. This is largely due to the fact that the cooperation with Kerem Percin as the Banner Country Manager in Turkey could be continued. He has become part of the Banner Export team and has launched a search to find suitable, regionally active importers for Banner's quality brand batteries.



Kerem Percin
Country Manager Türkei

**A NEW SALES STRUCTURE IS BEING
CREATED**

Within the first twelve months, six delivery agreements were already concluded with wholesalers in six of ten priority regions and market development with Banner batteries has commenced. **We wish Kerem Percin, our Country Manager, every success with the completion of the sales structures and the further expansion of Banner's share of the Turkish market.**

Banner TIP

WINTERTIP: FULL POWER FOR YOUR BATTERY BUSINESS!

No frustration when it's frosty!

In view of the coming 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 wish, 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 free of charge. 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.



Correct car battery checks with the Banner BBT HD1+, HD 305 and HD 605 battery testers!

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 enhanced charging capacity and a long service life. This is full power in OEM quality!

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 enhanced charging capacity and a long service life. This is full power in OEM quality!

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!

All the relevant information that you require is summarised in the "Starter Battery Storage and Handling" leaflet, which is integrated for downloading in line with every battery type. Our advice is to read it right away!



Correct car battery recharging with the Banner Accu-charger!

ONLINE TIPS

FURTHER INFORMATION UNDER:

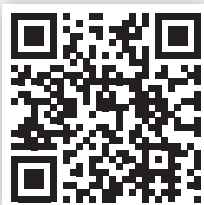
Banner ACCUCHARGER BATTERY CHARGER



ACCUCHARGER INFO VIDEO



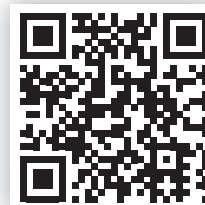
VIDEO - HOW TO CHARGE A CAR BATTERY



VIDEO - HOW TO STORE A CAR BATTERY IN WINTER



VIDEO - HOW TO TEST A CAR BATTERY CORRECTLY





CONGRATULATIONS

GERMANY'S OLDEST CUSTOMER

Robert Kortenbrede, who celebrated his 95th birthday on 4 February 2020, is Banner's oldest customer and still works at his company everyday.

In 1937, when Banner was founded, Robert was aged twelve and in 1963, he invested a five-mark banknote in a commercial licence to found what is now known as Kortenbrede Groß & Einzelhandel. At that time, he could not have dreamed that his firm would grow to its current size and employ 55 people selling respected Kortenbrede quality at a fair price. With over 40,000 articles in stock, qualified personnel

and exceptional advisory services, the Kortenbrede company has gained an excellent reputation, which is reflected by Mr. Kortenbrede's motto, "Individual consulting is not a slogan. It is the thinking that differentiates us from the norm and is personified by everyone of our employees."

Banner wishes Mr. Kortenbrede all the very best and looks forward to many more years of excellent cooperation!

BIG DATA

MORE ACCURATE FORECASTING FOR IMPROVED PLANNING

Just recently, Banner has started to use big data for its SCM planning.

At Banner, equipment-related data is employed for draft production planning in which quantities and machine allocations are determined. However, the planning is only as good as the input, i.e. the sales forecast. Consequently, Banner has been concerned for quite some time with the preparation of precise sales forecasts and for this purpose uses the customer order, which offers direct information. Moreover, the company utilises statistical, seasonal trend models in order to obtain a pattern from the massive amount of data available, which is based on millions of order items from

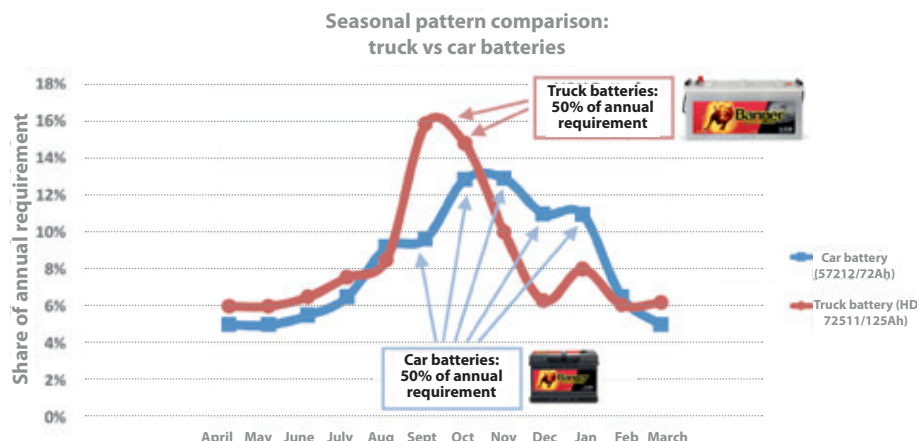
recent years. The end result is the perfect planning of needs and stocks.

A RAPID REACTION TO DEMAND CHANGES

Flexibility with regard to production planning and capacity also paid dividends during the COVID-19 crisis, as in May for example various branches such as France sold more batteries than in the preceding year (+40%). This was due to the delivery punctuality and superior availability that Banner offers as compared to other battery producers.



Reinhard Bauer
Supply Chain Management



WINTER GREETINGS



SWITCH ON THE POWER!

At the end of the current issue, we would like to wish all our customers, partners and friends a healthy start to the winter!

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



Banner

THE POWER COMPANY

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