

Banner adheres to the strictest environmental standards

In times of climate change, for some the buzzword sustainability simply means window dressing. However, this is not the case with Banner. Even in 1937 when the company was founded and virtually no one used the term sustainability, the battery manufacturer set itself stringent environmental standards and today it recycles virtually all of the materials found in used batteries. In addition, the electricity utilised for production at Banner's headquarters in Linz-Leonding derives from renewable sources and water comes from the company well. Accordingly, environmental protection constitutes a managerial leitmotif.

Leonding, 23 February 2021. Banner's lead-acid batteries constitute a model resource-protective, sustainable product. And as Andreas Bawart, Banner's Commercial CEO, explains, "Our trendsetting recycling loop in which 99.9 per cent of the materials from used batteries are reemployed, sets benchmarks for both environmental protection and sustainability." Indeed, Banner sends out a clear signal for the future with a collection ratio that is the highest amongst all recyclable goods and even exceeds those of glass and paper.

Environmental protection with buffalo power

Banner has integrated used batteries into an organised recycling loop ever since its foundation as a company and as a result valuable raw materials are returned to the production cycle. Banner is also a founder member of the Austrian Starter Battery Environmental Forum (UFS), which in the past 25 years has collected some twenty million used vehicle batteries and thus approximately 210,000 t of lead for recycling.

Andreas Bawart quantifies the extent to which Banner actively embodies sustainability as follows, "In our production process we employ between 95 and 98 per cent recycled lead. Our battery boxes contain 80 per cent polypropylene recyclate and in addition, the sulphuric acid recovered from the used batteries is processed into sodium sulphate for use in detergents and glass."

Sustainability is (not) expensive

Out of a sense of social responsibility, Banner is also prepared to accept the additional costs emanating from sustainable manufacturing. Indeed, it actually sees cheap production as being more expensive in the long-term. Andreas Bawart, “We employ environmental safeguards not merely because we are the “good guys”, but because intelligent sustainability also provides economic advantages. Furthermore, by cutting our raw material consumption we also contribute to climate protection.”

In particular, since the development of start-stop technology, with its absorbent glass mat (AGM) and enhanced flood battery (EFB) batteries, the company helps to save roughly 100 million litres of fuel annually and thus prevent around 250,000 t of CO₂ emissions.

Banner is facing the challenges of next generation batteries

Global warming and the increasing shortage of fossil fuels have resulted in environmental legislation and other consequences. For example, the average volume of CO₂ emitted by new vehicles has to amount to 95g CO₂/km and therefore manufacturers have turned to micro-hybrid drive systems in which the conventional lead-acid battery plays a decisive role. Moreover, with a share of around 90 per cent, this standard type also makes up the bulk of the global battery market and this situation is unlikely to change quickly. Branch estimates point to an annual growth rate of two to three percentage points because e-vehicles remain unable to operate without a lead-acid battery for the supply of their electrical systems. All 12 V consumers in cars are stabilised by this power pack and therefore Banner is involved in intensive research into the next generation of traditional starter batteries. Andreas Bawart, “With our new battery systems for cars and commercial vehicles, we will continue our systematic and successful endeavours regarding future mobility, while placing environmental protection, energy savings and the well-being of humankind at the top of our agenda.”



Captions:

Image 1 The AGM battery, seen here in cross-section, is an ideal solution for sustainable consumption savings

Image 2 Andreas Bawart – Commercial CEO

Image 3 The Banner recycling loop

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Banner at a glance

Banner 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 805 across Europe. Banner produces and sells over 4 million starter batteries annually and thus numbers among the oldest, most experienced and important brands in the battery production field. The company's battery production plant is one of the most modern and environment-friendly in Europe, and environmental protection is a vital element in Banner's corporate philosophy. In addition, the company is a founder member of the Starter Battery Environmental Forum (UFS) and sees its processing of lead as demanding a special degree of responsibility. Research and production take place in accordance with the most stringent quality standards and employ environment-friendly procedures. Banner's starter battery production is characterised by a closed cycle, which extends from manufacture to recycling and through continual improvement minimises and prevents environmental impact. Banner batteries are used for the first fitting of numerous models from Audi, the BMW Group, Caterpillar, Jungheinrich, Kässbohrer, Liebherr, Mercedes, 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 70 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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