

Cooperation extended for another two years

Banner secures a EUR 50 million contract from a German carmaker

The automotive industry is currently confronted by enormous challenges that include a shortage of semiconductors, logistical turbulence, e-mobility and the European Union's Green Deal. At the same time, topics such as sustainability and short supply routes are becoming increasingly important. Not least, these are reasons why the Banner Group has managed to extend its cooperation with one of its most important automotive customers in Germany for another two years. The existing delivery volume is also to be increased by an additional 40 per cent.

Leonding, 9.12.2021. The Banner Group is about to enter the New Year strengthened by the prolongation of a contract with a German automobile manufacturer, which also brings a 40 per cent increase in sales to this important customer. As Andreas Bawart, Banner's Commercial CEO, says, "We are proud of the fact that despite difficult conditions, which include enormous increases in the cost of raw materials and energy prices, we are still able to maintain an excellent sales trend. In particular, this new order also secures the growth forecasts that we have established as our targets and demonstrates that leading car manufacturers continue to trust in proven and, above all, sustainable Banner Group quality."

Sustainability "Made in Austria"

The Banner Group's lead-acid batteries are top quality products that offer exemplary resource conservation and sustainability. For example, they are employed in environment-friendly start-stop systems, which automatically switch off and then restart the engines of stationary vehicles and thus contribute significantly to decarbonisation. Since the development of start-stop technology, Banner's AGM (Absorbent Glass Mat) and EFB (Enhanced Flooded Battery) batteries have been a factor in annual fuel savings of around 100 million litres and a CO₂ reduction of some 250,000 tonnes. In addition, 99.9 per cent of the components of spent batteries are recycled and with the highest collection rate of all recyclable goods, which even exceeds that of glass or paper, the Banner Group transmits a clear signal for a sustainable future.

The Banner Group has reacted to market conditions

The entire mobility sector is facing significant, long-term upheavals. In the coming years, climate change, the European Union's Green Deal and e-mobility, not to mention the digital transformation, will have a profound influence upon the automotive industry and change it fundamentally. Against this backdrop, the Banner Group has drawn up a strategic reorientation strategy that will make the company fit for the challenges ahead.

Well equipped for the future with AGENDA 2030

The linchpin for the strategic adaptability of the premium battery specialist to an extremely dynamic market environment is provided by the AGENDA 2030. The company is repositioning itself with two cornerstones comprised by the Automotive and Energy Solutions Business Units, the profiles of which have thus been clearly defined. The Automotive Business Unit, which traditionally has very strong sales, will continue to form the Banner Group's core business area. However, the company also sees great potential in the Energy Solutions Business Unit with regard to further production developments in the fields of traction, semi-traction and standby energy storage.

Andreas Bawart sums up Banner's response to impending future challenges as follows, "With AGENDA 2030, we have a carefully planned and solid basis for the consistent and sustainable further development of our company. We will thus secure jobs in the long-term and at the same time be able to react promptly to unforeseeable industrial events with efficient processes and measures."

Captions

Photo 1: Banner start-stop battery production

Photo 2: Andreas Bawart, Commercial CEO

Additional photographic material is available from the download center under <https://www.bannerbatterien.com/Downloadcenter>

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Banner at a glance

The operative Automotive and Energy Solutions Business Units form the cornerstones of the Banner Group. The company has been producing batteries for all types of vehicles since 1937 and currently covers the automotive sector with an extensive range of starter, electrical system and leisure batteries for both the first fitting (OE) and aftermarket (IAM) segments. These products are largely developed and manufactured at the company location in Leonding (Austria).

The Energy Solutions Business Unit, which is located in Thalheim bei Wels (Austria), is concerned primarily with the further development of products in the traction, semi-traction and stand-by fields.

The family-owned company, which is headed by Andreas and Thomas Bawart, employs a pan-European workforce of around 805. A company network of sales companies in fourteen countries provides retailer support and in addition Banner products are sold in more than seventy 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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