

Banner is positioning itself as a reliable provider of starter and onboard batteries as well as energy solutions.

## **Stable Business Performance in Uncertain Times: Banner Invests and Looks to the Future with New CEO**

Despite a challenging automotive market environment and uncertainties around e-mobility, Banner successfully closed financial year 2024/25: with sales rising to 4.2 million units (+200,000) and revenues growing to €312 million (+€10 million), the company continues its growth trajectory. With €25 million in investments over the past three years, a steady export ratio of 95%, and a dedicated team of 760 employees across Europe, Banner's positive development is clear.

**Leonding, 11.06.2025.** The strong results for 2024/25 demonstrate Banner's resilience in difficult times. As vehicles continue to electrify and structural change unfolds, lead-acid batteries remain relevant—whether as starter/onboard units or in custom energy applications. The impressive gains in both volume and turnover underpin Banner's role as a trusted supplier in these sectors.

### **Business Unit Automotive: Lead-acid Batteries to Stay Strong Through 2030**

The European lead-acid battery market remains steady in the coming years. Declining new vehicle production in OEM markets is offset by a stronger aftermarket trend, thanks to rising vehicle age—up nearly two years in Europe—which increases replacement demand. Additionally, over 90% of electric vehicles still use 12 V lead-acid batteries for onboard systems. Their durability, recyclability, and cost-efficiency make them the first choice for ancillary vehicle applications. Hence, Europe remains a solid foundation for lead-acid technology, driven by robust aftermarket demand.

### **Business Unit Energy Solutions: Tailored Power for the Energy Transition**

Banner's Energy Solutions division continues to strengthen its leadership in high-quality, custom energy systems. Its three segments—traction, semi-traction, and stationary energy systems—serve a wide range of applications: from electric-forklift batteries to golf cart and

aerial-work-platform systems, and critical-infrastructure UPS units. The company plans to further develop its presence in stationary systems, leveraging its core expertise to meet growing demands for reliable, safe energy solutions. This reinforces Banner's commitment to leading the energy transition with innovative future-focused products.

### **Investments at Leonding: Efficiency & Infrastructure**

Banner invested €10 million in the past fiscal year. A major project completed in April 2025—with around €3.5 million in investment and over 18 months of planning and execution—upgraded the maintenance workshop with new tooling capacities. This not only improves internal processes, but also reduces external parts expenditures.

### **Apprenticeship Center: Investing in Future Talent**

With a new vocational training center, Banner is investing in tomorrow's skilled workforce. The company currently mentors ten apprentices—five in technical fields (electrical engineering) and five in commercial roles. The state-of-the-art training center, featuring a fully equipped classroom and practical learning stations, fosters enthusiasm for technology, innovation, and independent work. Banner sees this as a long-term investment in people. By providing hands-on training and passion-driven support, the company enables the next generation to realize their professional potential and goals.

### **Sustainability: Up to 98% Recycling Rates**

Sustainability has been a core value at Banner since its founding. Its closed-loop recycling system enables reclaiming nearly 100% of spent batteries, with a recycling rate between 95% and 98%—well above most materials. Recycled lead is used in production, and all process water is treated and discharged using internal purification systems. Banner continues to make a meaningful contribution to resource conservation.

### **New CEO Brings Fresh Vision**

On April 1, 2025, Banner marked a historic milestone: for the first time, an external CEO—Mag. Werner Töpfl—took over operational leadership. Succeeding Andreas and Thomas Bawart, Töpfl brings new impetus in efficiency, digitalization, and market positioning.

“Banner must differ visibly from the competition—through quality, customer proximity, speed, and clear decisions. Our vision is clear: Banner is to be recognized as Austria’s leading provider of energy-storage solutions—innovative, profitable, and sustainable,” says Werner Töpfl.

## Captions:

**Photo 1:** Banner Leonding

**Photo 2:** Mag. Werner Töpfl, CEO, Banner GmbH

Additional photographic material is available from the downloadcenter under

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## **Banner at a glance**

*Two operative business units, Automotive and Energy Solutions, constitute the cornerstones of the Banner Group, which has been producing batteries for all types of vehicles since 1937. The Automotive business unit has an extensive product portfolio, which includes starter, vehicle electrical system and leisure batteries for both the original equipment (OE) and aftermarket (IAM) sectors. As a rule, these products are developed and manufactured at the group headquarters and production plant in Leonding (Austria). Conversely, the Energy Solutions business unit, which is located in Thalheim near Wels (Austria), specialises in the further development of products for the traction, semi-traction and standby segments. Under the management of Werner Töpfl, the company employs around 760 people across Europe. In thirteen European countries, dealer support is provided by the group’s own sales companies, while in over 70 other countries in Europe, Africa and Asia, products are sold through direct importers. Future-oriented technology and outstanding quality underline the international reputation of the flagship products with “buffalo power” and this also characterises the Banner logo. Further information is available at [bannerbatteries.com/en](https://www.bannerbatteries.com/en)*

## **Should you have any questions, please contact:**

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