

insight



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THE QUARTERLY NEWSLETTER FROM ELECSOL

The power to exceed expectations

2008 has marked a further year of growth for all our main user platforms. International expansion for our products and core technologies in Europe, South East Asia and Pacific region has been pleasing.

Our markets and customer base at home has remained strong and buoyant and we are pushing hard to gain more share in the UK markets and take advantage of growth opportunities, particularly for renewable energy demand in Ireland.

This year has already seen several milestones achieved with some major contract wins, particularly the OEM business of Autotrail Motorhomes, and also with significant growth opportunities present in our industrial customer base. An example of this success is the Elecsol technology being supplied to Toyota in Derby and the Toyota Yaris plant in France where our batteries are used to ensure the smooth transit of important car assembly equipment.

Our focus remains on our customers, making sure our products meet their needs and requirements. Our aftercare support programme is paramount to achieving our quality standards, goals and targets.

NEW LITERATURE

Distributors will be supplied with the new Elecsol brochure which reflects Elecsol's strength and brand quality, the brochure has been produced to encompass the full range of Elecsol batteries and chargers, product endorsements and other useful information the end user may require.



Working in partnership with other great brands



Autotrail Motorhomes

"Quality" is their aim, their desire and their achievement. Everything is reflected in the quality Motorhomes they manufacture with their sleek and elegant lines.

Their attention to detail, workmanship and craftsmanship is a fine art, and their desire to have the optimum quality and specification combined, unites in thousands of parts that engage perfectly with each other.

Highly respected and innovative, AutoTrail stands synonymously as a market leader and chooses Elecsol batteries as their standard (OEM) battery.

The Elecsol brand is recognised for that same level of quality, innovation and workmanship, and we are proud to work in partnership with AutoTrail.



New website



Elecsol's new website has proven a great success by supporting the brand throughout the world. The website has become the ideal portal for information regarding the brand, our market place and strategic partners around the globe. The site also has the added benefit of users being able to order online Elecsol's range of batteries and chargers, a much needed additional to increase the flexibility of demand.

www.elecsolbatteries.com

LOYALTY SCHEME

Elecsol will be introducing to all its distributors an exclusive Loyalty Scheme designed to reward its distributors with a range of products and gifts. As the saying goes "points means prizes" and this is exactly how the scheme will work.



As the distributor sells more of the Elecsol range of products they will be rewarded with relevant points associated with the batteries and or chargers sold. These points can be redeemed against Elecsol products or a range of gifts, the more points a distributor accumulates will be reflected in the quality of the gift available. **Watch this space for more information.**

VISION BY ELECSOL

RESEARCH AND DEVELOPMENT

Elecsol International is setting out a revolutionary research and development programme to take current lead acid battery technology and chemistry to performance levels previously thought impossible to achieve, and equal to that of lithium-ion and nickel-metal hydride cells.



OUR AIM AND PROJECT GOALS

To address the optimum battery manufacturing materials and chemistry to provide equivalent capacity and performance parameters of current electric hybrid vehicle battery cells for a fraction of the price. We intend to open up mass market production of electric hybrid vehicles in the 21st century and beyond. To create a battery technology that will ensure and enable a true competitive technology to mains grid electricity supply. We are determined and committed with a large R & D funding structure to make this a commercial reality.

TECHNOLOGY OVERVIEW

Our proposed current collectors have 4X greater surface area than conventional solid lead current collectors. The capability of any battery system is directly related to the surface area of its current collectors exposed to its battery chemistry without compromising their strength or resistance to vibration, erosion and loss of material.

Conventional sealed flooded and gel lead acid batteries typically use lead moulded into a grid pattern as a current collector. The surface area of a conventional current collector is approximately 4.6cm² per cm³.

Our battery is intended to employ an extremely high specific surface area 16-18cm² per cm³ open cell. Novel composite materials are intended to be used to significantly raise positive mass utilisation. We intend to develop relatively low cost manufacturing methods to ensure the cost to produce these novel batteries is not increased significantly. The future of lead acid battery technology is in our hands. Our company, brand and reputation is capable of harnessing new technology into marketable products.



Leading the way

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