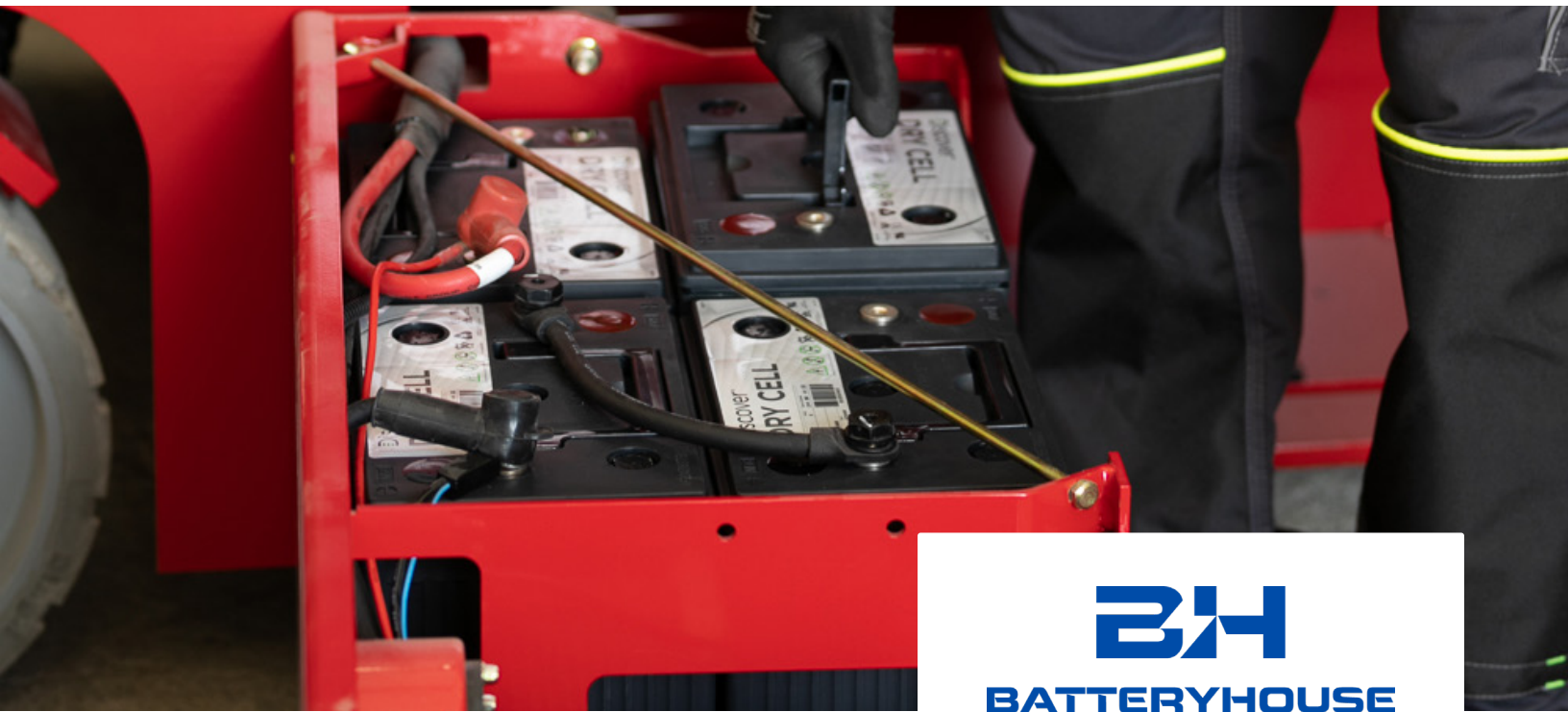




OVERCOMING BATTERY MAINTENANCE COSTS

BATTERYHOUSE HELPED MEWP RENTAL COMPANIES RECOGNIZE THE ADVANTAGES OF DRY CELL AGM BATTERIES TO AVOID THE PAIN OF DEALING WITH FLOODED TECHNOLOGY.

KUALA LUMPUR, MALAYSIA



OVERVIEW

BatteryHouse's commitment doesn't stop at selling batteries. Working with Mobile Elevating Work Platforms (MEWP) rental organizations, the Malaysian-based battery distributor noticed the costs associated with the maintenance and upkeep of flooded lead-acid (FLA) batteries across entire fleets. Especially during COVID19, the country was under restrictions and lock downs in several occasions, and periodic battery maintenance was challenging to perform with a small crew. Utilization rates for MEWPs were at all-time lows, and FLA batteries self-discharged fast under high heat, leaving them unattended in rental yards.

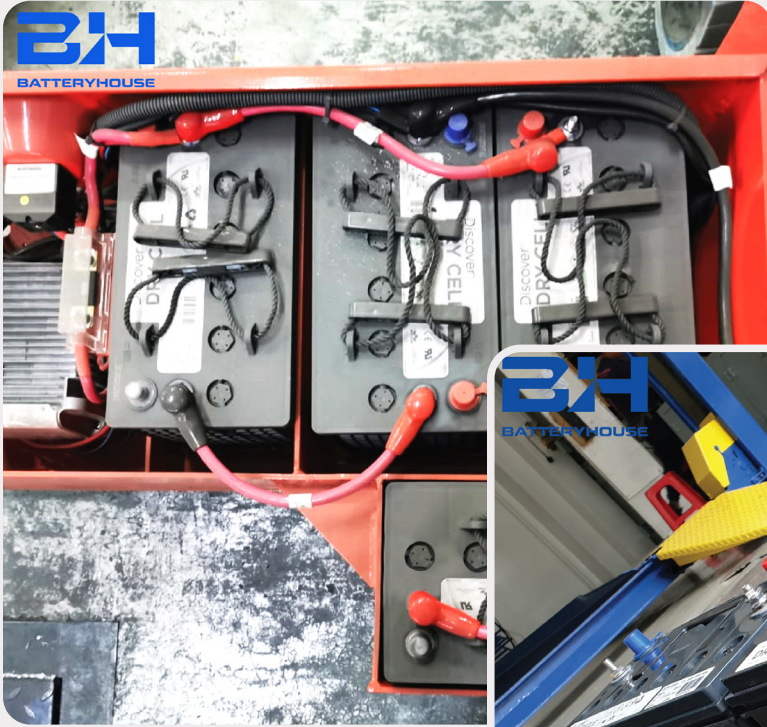
To overcome these challenges, BatteryHouse wanted to provide its customers with a maintenance-free battery solution that could address these known industry concerns. Discover DRY CELL batteries became the preferred choice in the battery selection process.

Original Equipment Manufacturers already used DRY CELL batteries, and the product was compatible with existing MEWP battery chargers, making the decision more compelling.

In the initial stages, upgrading customers from FLA batteries to DRY CELL batteries was challenging due to its higher acquisition cost. However, through product trials, rental organizations became more accepting of DRY CELL batteries, as they experienced firsthand the benefits and cost savings in their daily activities.

"When fleet owners and operators use DRY CELL batteries and understand their advantages, they don't want to go back to the pain of dealing with flooded batteries," said YH Woo, Sales Manager for BatteryHouse Sdn. Bhd. "The long-term costs associated with flooded batteries are not so evident until you swap them," he added.

"Downtime avoidance is critical and technical call-outs are costly in the MEWP rental business. Discover DRY CELL batteries are OEM tested, proven, and guarantee our customer performance and reliability throughout the product's life."
 Woo Yoo Hui - Sales Manager, Batteryhouse Sdn. Bhd.



OEM
TRUSTED



RESILIENCE



ENHANCED
RUNTIME



EXTENDED
SERVICE LIFE



EXTREME VIBRATION
RESISTANCE



RELIABLE, SAFE,
CERTIFIED

THE DISCOVER DIFFERENCE

Following the adoption of DRY CELL batteries in the MEWP rental market, Discover Battery and BatteryHouse continue to provide maintenance-free battery solutions in Malaysia. At the same time, they keep giving customers the lowest total cost of ownership by reducing service call-outs and battery maintenance costs related to flooded lead-acid batteries (FLA), improving equipment productivity and downtime.

As a result of this success in Malaysia, some rental organizations have converted 60% of their MEWPs to DRY CELL batteries.

Discover DRY CELL batteries are maintenance-free and eliminate labor-intensive maintenance costs and equipment corrosion repairs specific to FLA batteries. According to YH Woo, "water topping practices are improper or non-existent when out in the field, and the service calls falling from these failures are tremendous."

In addition, DRY CELL batteries have specific charging algorithms compatible with most MEWP battery chargers to optimize battery runtime and service life, making it the preferred choice for rental organizations over other AGM market alternatives.



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