

WHAT IS MANBAT?

Manbat Ltd, Shrewsbury, Great Britain



Manbat Ltd is the UK's largest distributor of batteries for the automotive, commercial vehicle, leisure and marine sectors. It is also a major player in the industrial battery sector, as well as the mobility, motorcycle and golf markets. Originally founded as Manchester Batteries in 1952 by Harry Pemberton, the business remained in the Pemberton family until 2009 and during that period the company grew steadily, establishing itself as a business committed to providing its customers with top quality products backed up by exceptional customer service.



As part of a global organisation, Manbat has been able to conclude its move into a 2,880m² distribution centre in Shrewsbury and the acquisition of nationwide industrial battery specialist Battery Power Systems Ltd of Scotland. As a result of this acquisition, Manbat's industrial division is now one of the UK's largest suppliers of industrial batteries and has an annual turnover in excess of £9 million.

In 1982 Manbat began its association with the VARTA® brand, which is now owned by Johnson Controls and this successful partnership has continued to develop as the two respective businesses have grown.

In 2009, following three years of particularly close corporation, the two companies formalised a revised distribution agreement, which meant that Johnson Controls' UK warehouses no longer supplied Manbat's individual branches. Instead, containers are sent directly to Manbat's main warehouses from Johnson Controls' factories in Europe. In turn, with its increased levels of stock and significant investment in service enhancement, Manbat was asked to assume responsibility for servicing many of Johnson Controls' existing customers through its nationwide distribution network.

The strengthening of the relationship with VARTA supported a much earlier change in the company's direction as it began to concentrate on the supply of top quality brands rather than produce its own batteries. This successful move has led to the company's current position as the predominant or sole UK distributor for brands such as US Battery, Optima, Odyssey and Sonnenschein, as well as

for CTEK battery chargers.

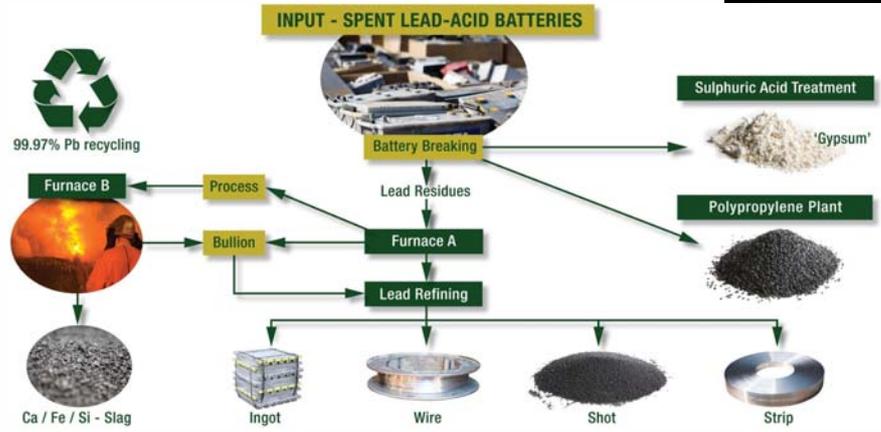
In 2009 Roger Pemberton retired as Manbat's managing director and Steve Sheppard took the helm as the company started a new era under the ownership of the Eco-Bat Technologies group.

Another major benefit of being part of this worldwide organisation is that Manbat can offer its customers what it describes as its closed loop recycling programme. This initiative means that within the Eco-Bat group there are businesses that sell and distribute batteries, collect and disassemble batteries, recycle batteries from their constituent parts and resupply into the battery manufacturing process and into other industries that would





Primary activity



use some of these products, like gypsum that comes from sulphuric acid treatment or polypropylene from recycled battery cases.

In July 2012 Eco-Bat Technologies acquired Hefra B.V., an independent Dutch-based battery distributor that supplies 600,000 units a year throughout the Benelux region. Naturally, as there are similarities between the two companies in their respective markets, the acquisition brings opportunities for common distribution and sales models for both Manbat and Hefra in the long-term.

Automechanika 2012 is Manbat's first appearance as an exhibitor and presents the company with a tremendous opportunity to promote its high quality products and well-

established reputation for great customer service to a global audience of aftermarket professionals.

Taking centre-stage will be the Numax brand, which provides a premium and value solution for the automotive, commercial vehicle, leisure and marine sectors.

Manbat introduced its Numax brand in 2002

and over the last decade it has built the brand into a significant player within the automotive sector whilst also establishing it as the UK's premier range of leisure and marine batteries. The Numax commitment to original equipment standard production coupled with the buying power of being a major European player allows Manbat to offer its customers a comprehensive range of good quality automotive and commercial vehicle batteries at extremely competitive prices.

Manbat is also the sole UK distributor for Lucas batteries and it has been instrumental in the relaunch of the brand into the UK market in 2009 and the recent re-branding of the packaging.

Manbat provides battery wholesalers and distributors with a complete range of products for the entire power storage industry, which means they are able to provide their customers with everything they need when it comes to the battery supply, advice, waste collection and customer support..



Specialist Batteries



LUCAS

Product Rebrand Continues Lucas Revival



Since taking over responsibility for the Lucas brand in March 2009, Manbat has completely rebuilt its reputation for quality, reliability and value by putting together a range of batteries that deliver the performance the motorist requires, the confidence in the product that the technician is looking for and a profit margin that makes sense for both the factor and the workshop.

Now however, in its most noticeable move to date, Manbat has made fundamental changes to the existing packaging. These revisions significantly alter the branding of the entire range to reflect a fully justified confidence in the reputation of the Lucas name, allied to a new labelling regime that makes identifying the correct battery for any particular application a simple task.

Core to the rebranding objective was to make the Lucas name and green colour scheme far more prominent than on the previous design, which only carried a small Lucas logo with a hint of green. The new design however, brings the green that the brand has been historically associated with and the Lucas name to the fore through an attractive design that stands out from the competition and emphasises the brand's heritage.

Along with this new powerful Lucas family image, the redesigned packaging also carries an easy-to-read series of icons that will ensure that factors, workshops and retailers are selecting the correct battery for the task. These

descriptive icons always appear on a clearly defined band at the bottom of the label, which also carries the battery model name, from Classic through to Fusion.

The icons convey whether the battery is maintenance free, for petrol or diesel vehicles, for vehicles with increased power equipment demands or for Start-Stop vehicles. They also indicate the level of warranty provided with the battery. This formula is also applied to the Lucas commercial vehicle range, but with additional icons to define batteries with maximum power, long distance performance, extreme temperature resistance and frequent starting ability.

By combining the maximum amount of information through the simplest possible visual message means that factors, workshops and retailers can clearly identify the battery that suits the purpose and is an easy way to back up the Lucas application guide, which is the ultimate reference tool to ensure that the precise battery required is selected.

"Manbat's overriding concern has always been to help our customers increase their battery business, while also providing them with a level of service that separates us from other battery suppliers," said

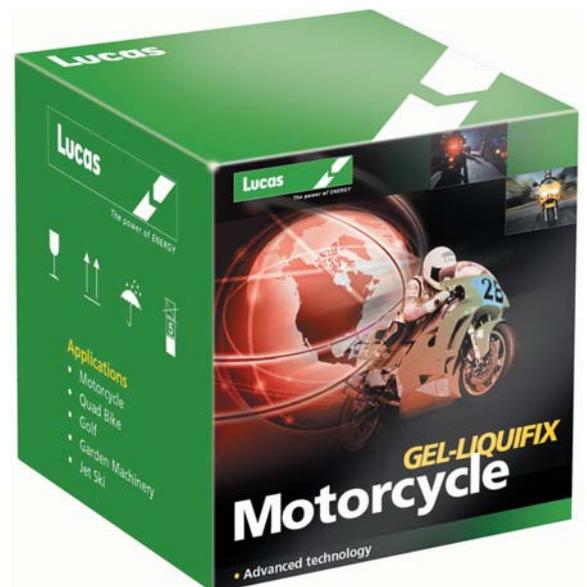


Manbat's marketing manager Myles Pemberton.

"We believe that the rebranding of the range will help our customers to grow their Lucas battery sales as the new packaging reinforces a key industry brand and provides a powerful visual impact on the shelf and in the warehouse. We also believe that by simplifying the identification process of what each individual battery is capable of by using easy-to-read and logical icons will prove helpful and will speed up selection, and even more importantly, ensure that the right battery is supplied for the purpose that it is to be used for."

The Lucas automotive range covers virtually every battery configuration, to cater for every conceivable application. The range starts with Lucas Classic and the specifications progressively increase with the matching OE specification Premium, followed by Supreme, which exceeds OE specification.

However, in addition to automotive batteries the Lucas portfolio also includes commercial vehicle, motorcycle, mobility, golf and industrial batteries to give wholesalers a competitive solution for virtually any power storage requirement.



NUMAX

Successful Range Continues To Develop



Manbat launched the Numax brand in 2002 to coincide with the company's 50th anniversary and over the last decade it has become significant in the automotive sector and the dominant brand in the UK's leisure and marine sectors.



Manbat's commitment to original equipment production standards coupled with the buying power that comes with being a major European player ensures that Numax provides its customers a comprehensive range of good quality automotive batteries at extremely competitive prices.

In addition to automotive and marine/leisure batteries, the Numax range also encompasses commercial vehicle, motorcycle (including utility vehicle, jet-skis and quads etc.), mobility and golf batteries, as well as batteries for specific applications like the 'Fit One, Charge One'® electric fence battery unit for controlling livestock.

There are also a multitude of supporting accessories in the Numax range and among these are the 'connect & forget'® range of intelligent battery chargers, 'connect & convert'® power inverters, 'Extreme Rescue' emergency high power starter pack, the 'connect & protect'® battery protection device and the 'Accubox'® battery box. Over the last few months, Manbat has further extended its super successful XV leisure battery range into an 11-model family, which will provide the outdoor enthusiast with the opportunity to find the perfect product for their needs.

The new addition is the 75-Ampere hour (Ah) XV 23, which features the advanced technology and dual purpose benefits that are common to the entire XV range, but with a little less power. The XV 23 is therefore the ideal solution for those who need high quality and

reliable performance, but don't need the high level of power outputs available from the original range.

The range now covers outputs from 75 to 235 Ah and all versions combine a large starting current, which is usually only found in a starter battery, with a very high cyclic capacity (the ability to be charged, discharged and charged again) normally associated with a conventional leisure battery.

With a range as extensive as the new XV family, Numax has now also made a clear distinction within the range to help users identify the 'best of the best'. By setting apart the XV 24 and 35 and naming them XV Plus, consumers can easily identify the two most powerful options that are available within the two standard battery case sizes of 257mm x 172mm and 330mm x 172mm.

Naturally, all XV batteries come with ergonomically designed carrying handles for ease of handling, dual terminals for both clamp and screw lead connection, battery condition 'windows' to show the battery's state of charge and maintenance free sealed cells for maximum safety and convenience.

The range is manufactured using state-of-the-art plate design, semi-traction paste, envelope construction and gas recombination technology, which means that they will last substantially longer than a conventional flooded leisure battery. As a result, every Numax XV battery comes with a three-year warranty.