

TOTAL. POWER. PARTNERSHIP.

MATERIAL HANDLING BATTERY SOLUTIONS

RELIABLE FLA | INNOVATIVE AGM | ADVANCED LITHIUM



REPUTATION. REVENUE. ROI.

Whether you're a material or construction handling equipment OEM or dealer, you have a lot riding on your business. We get it.

Over our nearly 100 years of designing and building solutions for your markets and others, Crown Battery has forged lasting, mutually beneficial relationships by providing the most innovative products, programs and services to drive the growth and success of aftermarket parts and service repair programs of leading distributors and service providers in the material handling equipment industry.



As one of North America's leading battery manufacturers and most qualified industry experts, we make it our business to understand what you and your customers need to keep your businesses rolling — today, tomorrow and beyond.

EXCEEDING NEEDS

First, we focus on reliably powering allied material handling for warehouse and construction environments with the market's most comprehensive array of high-performance starter and deep cycle batteries, chargers, battery management systems and more for:

- **CLASS III ELECTRIC PALLET JACKS, STACKERS & TOW TRACTORS**
- **ELECTRIC PERSONNEL CARRIERS & PARTS PICKING VEHICLES**
- **CLASS IV & CLASS V INTERNAL COMBUSTION FORKLIFTS**
- **TELESCOPIC LIFT TRUCKS & AERIAL LIFT MACHINERY**
- **FLOOR CARE EQUIPMENT**



MAXIMUM POWER, CHOICE & AVAILABILITY = REDUCED RISK, COST OF OWNERSHIP & INVENTORY

Powering the equipment that moves and builds our economy and our customers' businesses not only comes down to making a better battery. It also means offering the right fit and a full selection of durable and reliable products for a range of applications — and making sure they're readily available.



Combined with our tried-and-true FLA and contemporary, flagship AGM starter and deep cycle batteries, our latest, smart solution — the Velocity® PerformEdge™ lithium-ion (LiFePO4) deep cycle series — ensures OEMs and dealers can offer their customers the power solution for their unique needs, maximizing operational efficiency and uptime.

Every model in this incomparable selection of power sources features rugged components to minimize the risk of poor performance, unscheduled or excessive maintenance, and short life — decreasing cost of ownership and providing end-user piece of mind.

And our exclusive Performance Power Express means material handling equipment specialists can eliminate the need to maintain expensive inventories, thanks to the strategic Crown Battery distribution and stocking location network. Plus, we can help implement custom stocking programs to cover typical daily requirements, further minimizing product on hand, annual inventory turns and expenses.



MARKET EXPERTISE

We keep ahead of the trends, anticipating market needs to deliver the battery power and energy storage solutions that OEMs and dealers count on.



Currently, the material handling equipment market is increasingly driven by technological advancements and regulatory mandates that impact emissions and greenhouse gas (GHG) performance.

BY THE NUMBERS:

Crown Battery is the proven leader when it comes to technology integration, GHG and lifecycle assessment of material handling battery components.



- The nation's only US EPA Green Power Partner certified battery manufacturer; our operations are 100% powered by renewable energy
- Our lead-acid FLA and AGM products are over 99% recyclable and 4 times better for the environment than other chemistry alternatives
- Manufacturing burdens are up to 90% lower for lead-based batteries

In total, our insight, innovation and reputation for proven, reliable performance uniquely qualifies Crown Battery to be your supplier of choice.



FOR THE
FULL STORY:



PRO POWER SOLUTIONS

FOR MATERIAL HANDLING EQUIPMENT PROFESSIONALS WHO DEMAND PERFORMANCE

The Crown Battery lineup of starter and deep cycle batteries deliver the performance that positively impacts the reputations and ROI for equipment dealers and service providers, and total cost of ownership for end-use customers.

STARTER BATTERIES

FLA XD SERIES:

Designed and built for dependable maintenance-free engine starting service for IC Forklifts, transportation and service vehicles, IC construction and aerial lift machinery, backup power generators, and general tool equipment



FLA SEVERE DUTY SERIES:

Constructed with plates featuring 50% thicker grids and advanced PosiWrap™ separator protection

- Delivers superior cranking reliability, battery cycling performance, and protection from heat and vibration in challenging construction equipment applications
- Next-level product array featuring the most robust internal construction available in North America



CROWN1 AGM SERIES:

Contemporary no-maintenance sealed models feature super thick plates and massive top-lead connectors

- Delivers extreme dependability for both internal combustion and hybrid applications that also require cycling power
- Superior product design and construction features allow for 18-24 months of additional service life compared to competitive products



DEEP CYCLE BATTERIES

CROWN DEEP CYCLE FLA:

For commercial and light industrial equipment applications where periodic maintenance is expected by the fleet owner

- Typically require quarterly watering service and inspection to verify effective cabling and charger performance
- These products allow for multiple capacity options and group sizes to ensure cost-effective battery replacement



CROWN1 AGM DEEP CYCLE:

Sealed and maintenance-free; designed for commercial and light industrial equipment applications that cannot allow watering service or electrolyte exposure to the operating environment.

- Minimal preventative maintenance results in low servicing cost



VELOCITY® PERFORMEDGE™ DEEP CYCLE:

The newest addition to our lineup, this revolutionary series allows material handling equipment specialists and end-use customers to choose the product that's right for their unique applications — while enabling Crown Battery to be the single-source provider of the full array of material handling battery solutions

- Supports machine applications with extended design life and no tolerance for preventative battery maintenance
- Built to last 3 times longer than lead batteries of comparative capacity



Download our material handling battery line card at crownbattery.com or contact us to learn more.

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