



MEDIA ADVISORY

**ISSA/INTERCLEAN
Trojan Battery Booth #516**

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Trojan Battery Showcases New 12-AGM Battery Design Test Results, "Trojan Tips" and Corporate Videos Highlighted at Booth

ISSA/INTERCLEAN, Chicago, Oct. 16 - 19, 2012 -- Trojan Battery Company, the world's leading manufacturer of deep-cycle batteries, will exhibit its latest deep-cycle battery solutions and technical resources for the floor scrubber and industrial maintenance markets at ISSA/INTERCLEAN this week in Chicago. Below is an outline of news items Trojan Battery will be available to discuss at its booth during the event.

Trojan Battery Expands Deep-Cycle Battery Line for Floor Scrubber Market with Addition of 12-AGM

Trojan Battery will exhibit its [12-AGM battery](#), the newest addition to its product family of deep-cycle batteries designed for the floor scrubber market. Trojan's deep-cycle AGM batteries feature a number of design elements to provide optimum performance and high charging efficiency.

"Trojan Tips" Video Tutorial Series

"Trojan Tips" is the company's newly launched online video tutorial series created to provide in-depth information focusing on a variety of battery topics such as deep-cycle battery technologies, maintenance practices, charging procedures and safety when handling batteries. A new ["Trojan Tips"](#) video tutorial will premiere each month throughout 2012 on the Trojan Battery corporate website. To view the "Trojan Tips" video tutorial, please visit www.trojanbattery.com/Trojan_Tips.

Trojan Launches New Corporate Video

To provide customers, distributors and dealers a comprehensive look at how Trojan continues to shape the world of deep-cycle battery technology, the company has developed a video highlighting its state-of-the-art research and development facilities, advanced manufacturing plant upgrades and how Trojan engineers the battery solutions that power today's advanced floor scrubber equipment. To view the video, visit www.trojanbattery.com/videos.

[< more >](#)

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T R O J A N B A T T E R Y . C O M

Trojan Battery Demonstrates What Sets It Apart From the Competition with New Manufacturing Video

There are two key elements that distinguish Trojan batteries from the competition -- the quality of the materials we use and our manufacturing process. See for yourself how Trojan batteries are "Made in the USA" with the latest video demonstrating our innovative cast-on-strap (COS) manufacturing equipment, which sets us apart from the competition. While most other battery manufacturers use COS machinery originally designed to produce automotive batteries, Trojan Battery commissioned the development of its COS equipment specifically to only manufacture its industry-leading deep-cycle batteries. To view the video, visit www.trojanbattery.com/videos.

About Trojan Battery Company

Trojan Battery Company is the world's leading manufacturer of deep-cycle batteries, offering a complete portfolio of technologically-advanced deep-cycle flooded, AGM and gel batteries that provide maximum long-lasting performance to meet the requirements of today's advanced floor machine, golf/utility, renewable energy, AWP, recreation vehicle, marine and transportation applications. Trojan Battery Company, founded in 1925, is ISO 9001:2008 certified with U.S.-based operations in California and Georgia. For more information, visit www.trojanbattery.com.

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