

## MEDIA ALERT

### *Solar Power International – Trojan Booth #2315*

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## **Trojan Battery Features Smart Carbon™ Line of Advanced Lead Acid Batteries at Solar Power International**

### *Smart Carbon Designed to Improve Battery Performance in Partial State of Charge*

**DATELINE:** LAS VEGAS, Oct. 20, 2014

**WHAT:** Trojan Battery, Co. LLC, is highlighting its new lines of deep-cycle batteries featuring [Smart Carbon™](#) technology this week at Solar Power International in Las Vegas. Trojan's proprietary Smart Carbon technology is specifically formulated to address the impact of partial state of charge (PSOC) on cycling batteries in renewable energy (RE), inverter backup and remote telecom applications.

**WHEN/WHERE:** Oct. 20 – 23 at Solar Power International  
Trojan Battery Booth #2315

**WHY:** Designed to enhance life and performance of Trojan batteries operating in PSOC, Smart Carbon is a standard feature in Trojan Battery's [Industrial](#) and [Premium](#) flooded battery lines, and are now available. Customers can contact their local [Trojan Battery distributor](#) or dealer for pricing in their area.

Smart Carbon improves charge acceptance and provides for faster recharge in PSOC applications where the batteries are under charged on a regular basis. Trojan chose to add Smart Carbon first to its deep-cycle flooded batteries since flooded technology is the most widely used in off-grid and unstable grid applications globally due to its

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cycling performance, ability to withstand harsh conditions, widespread availability and economical price point.

“Trojan Battery is the first manufacturer to introduce a carbon additive as a standard feature in deep-cycle flooded batteries used in RE, inverter backup and remote telecom applications,” said Bryan Godber, senior vice president of global market development at Trojan Battery. “Trojan’s engineering team spent more than five years in research and development experimenting with many types of carbon to ensure the right formula to successfully address PSOC. Trojan is committed to these market segments and will continue to be an innovative leader in the energy storage space.”

**WHO:**

**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 advancing renewable energy systems. 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](http://www.trojanbattery.com)

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