

MEDIA ADVISORY

Clean Middle East Pulire - Booth CM224

Media Contact:

Kari Garcia
Public Relations Manager
Trojan Battery Company
562.236.3038
kgarcia@trojanbattery.com

Newsroom:

www.trojanbattery.com/news-room

Trojan Battery Showcases Reliable Power Solutions for Floor Scrubber Applications at Clean Middle East Pulire

DUBAI, U.A.E., Oct. 29, 2015 – [Trojan Battery, Co. LLC](#) is showcasing at [Clean Middle East Pulire](#) its advanced deep-cycle battery technologies engineered to increase performance, reduce downtime and extend battery life of floor cleaning equipment. Visit Trojan's booth CM224 during the show next week at the Dubai International Convention & Exhibition Centre to learn more about the following products and market strategies for 2016.

News Highlights:

- Trojan opens new research and development ([R&D](#)) center in [Sligo, Ireland](#) located on the campus of the [Institute of Technology, Sligo](#) at its Innovation Centre.
- [Reliant™ AGM with C-Max Technology™](#) is the industry's first *true* deep-cycle AGM battery and is manufactured in the U.S. Reliant AGM maximizes sustained performance and increases total energy output to meet demanding deep-cycling requirements in Trojan's wide range of market applications, including floor cleaning equipment.
- Trojan's [HydroLink™](#) single-point watering system can quickly fill a set of batteries in less than 30 seconds with no mess.
- ["Trojan Tips"](#) videos addressing Reliant™ AGM with C-Max Technology™ and HydroLink installation are now available on Trojan's website.

< more >

C A L I F O R N I A

12380 Clark Street, Santa Fe Springs, CA 90670 | Tel.562.236.3000 | Tel.800.423.6569

G E O R G I A

5174 Minola Drive, Lithonia, GA 30038 | Tel.678.518.7300 | Tel.800.246.2550
3012 George J. Lyons Parkway West, Sandersville, GA 31082 | Tel.478.292.2000 | Tel.800.246.2550

Trojan Opens R&D Center in Ireland

Trojan Battery Ireland focuses on R&D of advanced material additives, fundamental electrochemistry and other innovative technologies which play a role in the continued advancement of Trojan batteries. These developments will enhance Trojan's battery offerings for its foundational and emerging market segments. In addition, the Advanced Materials Centre will enable Trojan to introduce ground-breaking developments in deep-cycle battery technology more quickly. Trojan has appointed two research scientists to manage various Trojan projects at the new Sligo R&D facility. Read more at www.trojanbattery.com/news-room.

Reliant™ AGM with C-Max Technology™

Reliant AGM is designed for use in a variety of deep-cycle applications including floor scrubber, aerial work platform, golf, material handling, recreation, renewable energy, backup power and remote telecom. It is a *true* deep-cycling AGM battery unlike most AGM batteries on the market today, which are designed for dual-purpose or standby applications, such as UPS backup. Trojan has focused on deep-cycle technology longer than any other battery manufacturer in the industry and has utilized its extensive expertise and knowledge in developing the industry's most reliable deep-cycle AGM battery. To read more, please visit Trojan's Newsroom at www.trojanbattery.com/news-room.

HydroLink™ Single-Point Watering System

To maximize the performance and overall life of Trojan's deep-cycle flooded batteries, periodic watering is critical. Trojan's HydroLink™ single-point watering system makes what is otherwise a time-consuming and sometimes messy job an easy and simple task. HydroLink is designed to work with Trojan's 6-volt, 8-volt and 12-volt flooded batteries and takes the guesswork out of the watering process. With one simple snap of a single connection from the watering tube into each HydroLink, the system is ready to use. Once installed, a complete set of batteries can be filled in less than 30 seconds.

Trojan Tips

Trojan also has posted the latest videos in the "*Trojan Tips*" video tutorial series addressing the company's newest battery, Reliant AGM with C-Max Technology, as well as proper installation of the HydroLink single-point battery watering system. To view these and other Trojan Tips videos, please visit www.trojanbattery.com/multimedia.

About Trojan Battery Company

Trojan Battery is the world's leading manufacturer of deep-cycle batteries and a battery technology pioneer, having built the first golf car battery in 1952. Trojan batteries provide power for a wide variety of applications that require deep-cycle battery performance, including aerial work platform, airport ground support vehicles, floor cleaning equipment, golf and utility vehicles, marine/RV, material handling, oil/gas, remote telecom and renewable energy.

Founded in 1925, the company is ISO 9001:2008 certified with operations in California and Georgia. Trojan also maintains two of the largest and most extensive research and development (R&D) centers in North America, and added a third R&D facility in Sligo, Ireland at IT Sligo. These R&D centers are dedicated to engineering new and advanced battery technology. For more information on Trojan Battery Co., visit www.trojanbattery.com.

Follow Trojan Battery at:

- o Facebook: www.facebook.com/TrojanBatteryCompany
- o Twitter: [@Trojan_Battery](https://twitter.com/Trojan_Battery)
- o Hashtag: #TrojanBattery
- o LinkedIn: www.linkedin.com/company/trojan-battery-company
- o YouTube: www.youtube.com/user/trojanbatteryco

###