



MEDIA ADVISORY

Trojan Battery Booth #02.319A

Media Contact:

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

Trojan Battery Corporate and Industry News at ISSA/INTERCLEAN

ISSA/INTERCLEAN – AMSTERDAM – May 8 – 11, 2012 -- This week at ISSA/INTERCLEAN, Trojan Battery, the world's leading manufacturer of deep-cycle batteries, will exhibit its latest products and technical resources for the floor cleaning market. Below is an outline of news items Trojan Battery will be available to discuss at its booth during ISSA/INTERCLEAN this week.

“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 Web site.

The first “Trojan Tips” video tutorial reviews the various deep-cycle battery technologies available on the market today, and what to consider when selecting a battery for a particular application. The video tutorial can be viewed at <http://www.trojanbattery.com/>.

Independent Lab Testing

An essential component of Trojan Battery's overall commitment to product quality is our investment in independent third-party testing to provide valuable information on product performance, validate product reliability and affirm Trojan's overall product quality. In recent testing of Trojan's T-875 flooded batteries by a testing firm specializing in the electrical and physical testing of lead-acid batteries, Trojan batteries ranked the highest in sustained capacity and in total ampere hour performance.

To view these independent testing results, visit <http://www.trojanbattery.com/competition/CompTesting.html>

< 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 | Fax.562.236.3282

G E O R G I A

5174 Minola Drive, Lithonia, GA 30038 | Tel.678.518.7300 | Tel.800.246.2550 | Fax.678.518.7398

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

C.I.A.K. Named Trojan Master Distributor for Eastern Europe

Trojan Battery has partnered with C.I.A.K. d.o.o. expanding Trojan's presence in Eastern Europe. As Trojan's authorized master distributor in the region, C.I.A.K. is responsible for distributing and servicing Trojan products throughout Slovenia, Bosnia and Hercegovina and Croatia (Hrvatska), Serbia, Macedonia, Montenegro, Bulgaria, Romania and Albania. C.I.A.K. is a leading supplier of battery products throughout Eastern Europe and offers Trojan's complete line of [deep-cycle flooded](#), [AGM](#) and [gel](#) batteries. The company maintains an extensive stock of Trojan battery models ensuring product availability and rapid delivery to meet immediate customer needs in the region.

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 cleaning equipment.

To view the video, visit

<http://www.trojanbattery.com/ProductLiterature/GeneralProducts.aspx?tab=1#TabbedPanels1#top>.

Select "Corporate Video."

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.

You can view the video at

<http://www.trojanbattery.com/ProductLiterature/GeneralProducts.aspx?tab=1#TabbedPanels1#top>.

Select "NEW - COS Video."

Updated User Guide Now Available

Trojan Battery's updated User Guide is now available to Trojan customers, distributors and dealers. The User Guide provides valuable information on proper Trojan battery installation, maintenance and storage methods, as well as tips for maximizing performance and trouble-shooting of Trojan batteries. The new Trojan Battery User Guide can be found at

http://www.trojanbattery.com/pdf/TRJN0109_UsersGuide.pdf.

###